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DETROIT

Automotive Daily News

CARS · SHOP EQUIPMENT · TRUCKS · AVIATION · PARTS · ACCESSORIES · TIRES

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Truck Shippers in Detroit Criticize Recommendations Of I.C.C. for U.S. Regulation

Claim Plan Would Be Drastic and Burdensome and Would Shackle System for Benefit of Special Interests

By CHRIS SINSABAUGH

Detroit, April 21.—Receipt in Detroit of the official script of the recommendation of the Interstate Commerce Commission to Congress is followed by criticism of the proposed measure by traffic experts in the automobile industry. While none of them can be quoted directly, the consensus is that the shipper can pick many flaws in the proposition, particularly when it comes to trucking.

As our critics see it, the truck business is highly competitive, self-regulating through competition and needs no Federal regulation. Control by a Federal body, such as the Interstate Commerce Commission, would be drastic and burdensome, and the result would be a shackled system wholly unsuited to the needs of the country, it is said. Hampering truck operation for the benefit of special interests would bring no relief to the user.

Sufficient consideration has not been given to the ownership of the trucks of the country or the kind of business in which they are engaged, I am told. Surveys made over a period of years by the Bureau of Public Roads of the United States Department of Agriculture show that of the 3,490,000 trucks in this country today, 88 per cent. are privately owned and privately operated. It is a striking fact that 2,200,000 operators of motor trucks own only one truck each. These trucks are engaged in the widest possible diversity of use. The farmer's truck is carrying his fresh vegetables, grain and cattle to market. The department store trucks are making retail deliveries of goods to their customers. Others are handling only that type of merchandise or material for which they are specially constructed.

Privately owned and privately operated motor trucks, although subjecte to the same police power regulation as passenger automobiles, are no more subject to regulation as to the business in which they are engaged than is the privately owned passenger automobile. They are not "clothed with a public interest." They are primarily engaged in carrying the owner's property.

Regulation of contract carrier trucks is of doubtful constitutionality, they say here in Detroit. Contract carrier trucks constitute 8.7 per cent. of the motor trucks of the

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INDIANA'S TRUCK GROUP HEARS TALK BY SCHON OF G. M.

Indianapolis, Ind., April 21.—Coordination of the facilities of railroads and bus and truck systems is the eventful solution of the problem of transportation, Pierre Schon, sales engineer of the General Motors Truck Company of Pontiac, Mich., told a meeting of truck and bus operators here. The meeting was sponsored by the Indiana Motor Traffic Association, a newly organized union of commercial operators.

"If trucks and buses are taken off the public highways—and this can be done through legislation—the tax

(Continued on Page 10)

BLOCK TRUCK BILL IN N. J. ASSEMBLY

Trenton, N. J., April 21.—Essex and Middlesex Assembly delegations last night blocked efforts of Hudson county leaders to approve a measure to increase license fees for trucks. There were only twelve voted for the bill in a caucus.

The bill was supposed to have been bracketed with House 22, which would repeal the one-mill road tax. Repeal of the road tax has been advocated by the League of Municipalities to effect a ten-point reduction in local tax rates. The plan was to make up the $6,000,000 raised by the mill tax with the increased license fees in House 345. If the tax is repealed, another source of revenue must be guaran-

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Bijur Lubricating Patents Upheld in Court Decision

New York, April 21.—The United States District Court for the eastern district of New York, by Judge Grover L. Moscowitz, handed down an opinion on April 18, 1932, holding all ten of the patents valid and infringed in a suit brought by Bijur Lubricating Corporation directed against the Alemite central chassis lubricating system and defended by the Alemite Corporation.

The ten patents involved are the following: Nos. 1,632,771, 1,632,772, 1,732,212, 1,734,027, 1,746,139, 1,734,026, 1,732,828, 1,632,724, 1,632,767, 1,227,481.

The judicial opinion states:

"Prior to Bijur there was no continuous central chassis lubricating equipment," and that:

"Bijur contributed a great deal to the art by providing a comprehensive chassis lubricating system."

The Bijur system of central chassis lubrication is manufactured by the Bijur Lubricating Corporation of Long Island City, N. Y. It is standard equipment on fifteen makes of cars in the United States and Europe, and upward of 500,000 cars have been so equipped.

Economy Key to '32 Truck Sales, Leading Manufacturers Agree

Replacement Market Fair, With Trailers in Small Boom; Price and Performance Appeal to Operators

New York, April 21.—With the first four months period of 1932 waning rapidly, Automotive Daily News has asked various leaders of the motor truck industry to express their opinions by wire as to the probable developments in the business during the remainder of the year, viewed in the light of what has already happened.

The leading truck executives who have answered our query are hopeful without being unduly optimistic. They find generally that the basic factors in the situation are such as should produce a fair volume of truck sales during the year. Our readers will find much to interest them in the opinions quoted below.

Chevrolet, Ford and Dodge Truck Units See Betterment

By C. G. SINSABAUGH

With the truck end of the industry around 60 per cent. below the first quarter of 1931 in the way of registrations, makers of commercial vehicles in this area see signs of betterment in the spring business that is being done at the present time. This is particularly true in the trucks of smaller tonnage, the demand for which seems to be increasing daily.

A bright view of the present picture and the immediate future is expressed by H. J. Klingler, vice-president and general sales manager of Chevrolet Motors, who points out, in support of his opinion, to the performance of his own company so far this year.

Citing actual registrations rather than reported sales, Klingler reveals that thirteen of the twenty-nine leading metropolitan areas, where motor trucks sales are made, show an increase over the first two months of last year ranging from 2.9 up to 170 per cent. Several total zone areas also climbed above last year in Chevrolet registrations, and the Detroit zone, hub of the industry, was 9 per cent. ahead of 1931 in early registrations for this year.

Mr. Klingler said he felt that the truck field is benefiting perhaps more than the passenger car by the pent up replacement demand. Trucks being a capital investment, and being operated on a strict cents-per-mile basis, are more likely to be replaced than passenger cars when they pass the age where the cost of repairs and operation exceeds the probable cost of new equipment.

Particularly good showings are being made by the half-ton units in the company's line, Klingler said. The establishment of zone truck body assembly plants and operation of Chevrolet's own body plant developments effected within the past eighteen months have been a material help in bettering the company's comparative truck standing, Klingler said.

Nothing official regarding Ford's truck activities at the present time can be had from the company, but it is understood that following the recent introduction of the new commercial vehicle line trucks have formed the major part of the business. It is said that production of commercial Fords is running in the neighborhood of 500 a day, taking into consideration the output of all the assembly plants.

Since the new models came out the first of this month, Ford's truck business has shown a remarkable spurt, it is said. With 25 per cent. more power, many refinements and a price $25 lower, the present four-cylinder job seems to have caught the public fancy. So optimistic are they at Dearborn, it is said, that Ford hopes to get 50 per cent. of the truck business of the country this year.

Dodge, too, reports a warm reception for its new line of light trucks—the half ton at $325, the ton and a half at $525 and the two-ton six-cylinder at $795. In support of this, J. B. Burke, truck sales manager, points to the fact that in Michigan so far this year sales have been better than in the same period in 1931.

Federal Sees Good Replacement Market

By MARTIN L. PULCHER,
President Federal Motor Truck Co.

Industry in all lines must buy trucks for replacement purposes this year. That is obvious, and that alone forecasts a healthy demand. Our experience indicates, however, that purchasers are weighing values carefully.

Economy is the watchword, both in initial investment and operating cost.

Acceptance of our six-wheel truck proves that with this equipment operators are saving 50 per cent. in haulage costs on a three-ton truck. They save 65 per cent. right off the bat on their original investment over the average price of the four-wheel truck of same capacity. They save approximately 51 cents out of every dollar on gas and oil; in insurance they save 36 cents, and 28 cents out of every dollar on tires.

These savings frequently amount to $5 a day and more. As much as $1,200 per year has been saved in gasoline alone. Imagine what that means today when a substantial saving in transportation cost may mean the difference between a successful and a losing business.

Continued on Page 11)

STEWART ADDS NEW 1½ AND 2-TON MODELS WITH BASE OF $795

Buffalo, N. Y., April 21.—The Stewart Motor Corporation of this city today announced the addition of two models to its line of motor trucks. One of these is the Model 42X, a 1½-ton vehicle listing at a chassis price of $795. The second is a two-tonner, known as the 43X with a chassis price of $995.

The 42X—1½-ton job—has a Lycoming six-cylinder power plant with a bore and stroke of 3¼x4½, giving a piston displacement of 224, with a taxable horse power of 25.3 and developing 62 brake horse power at 2,600 r. p. m. Cylinder head and block are both removable. Crank-shaft bearings are bronze backed.

Full pressure lubrication is employed with constant pressure control for all speeds. A centrifugal water pump supplies cooling with

(Continued on Page 2)

KLINGLER FINDS LESSON IN CHEVROLET SALES INCREASE IN APRIL

Detroit, April 21.—With his keynote the fact that Chevrolet's retail sales for the first ten days of April were 88 per cent. ahead of the corresponding period in March, Harry Klingler, vice-president and general sales manager of the big General Motors big unit, delivered an address this noon to members of Detroit rotary that made these business men realize the fight the automobile business is putting up to get back to normalcy.

"To us, that 88 per cent. increase in retail business is decidedly encouraging," Klingler told his audience. "It makes us feel good, it has lifted our spirits and spurred our hopes. And merely because of Chevrolet's position in the great automotive industry, I think it may be safely taken as a sign of more than minor significance that brighter days are on the way."

Chevrolet's sales chief traces this pick-up to three basic factors. He names them in this order:

"1. Our competitive situation was cleared up by the announcement of

(Picture on Page 2)

MARCH TRUCK SALES SHOW 16% INCREASE OVER FEBRUARY, 1932

Detroit, April 21.—Figures have just been released by R. L. Polk & Co. covering commercial vehicle sales in thirty-three states and the District of Columbia. These returns show a total of 11,109 units. This compares with 9,517 sales in the same territory in February this year. The total in the same district during March, 1931, was 19,411 commercial units.

The gain in March over February works out at somewhat over 16 per

(Continued on Page 3)

SPARKS from DETROIT

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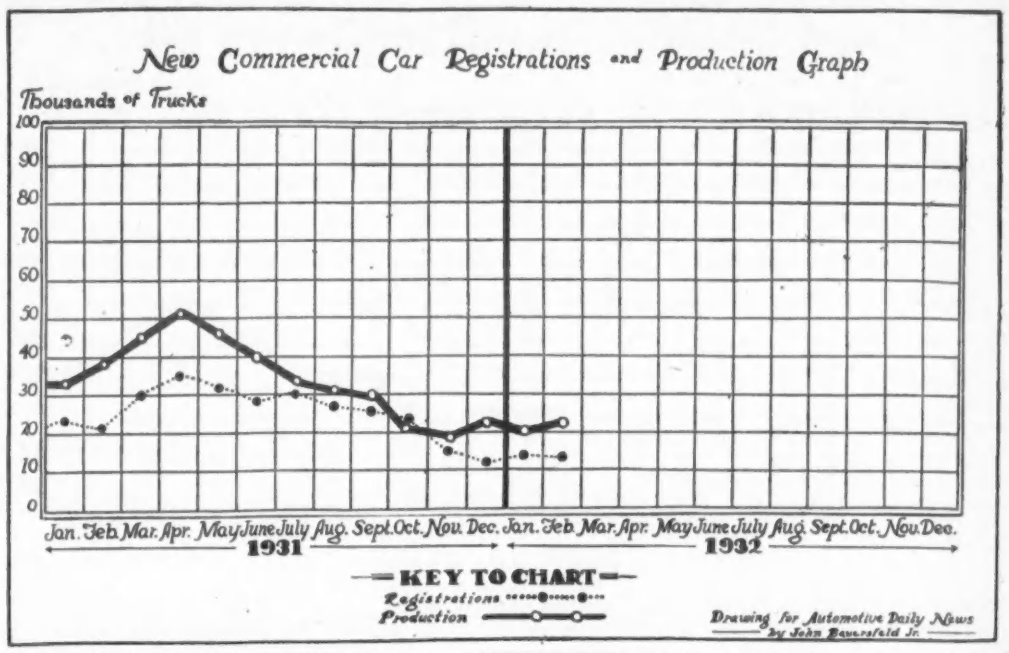
Chris Sinsabaugh—Detroit Editor

In lieu of the sparkling sparks that usually adorn this space we must place these ugly words. Entre nous, we believe our genial Detroit editor Chris Sinsabaugh has sneaked away to take secret driving lessons before Jim Braden calls his hand. Leastwise, he sent no Sparks today, but rather a rattling good review on the motor truck regulation situation which we have promoted to the first column, page one.

There are evil souls in this industry such as Ray Sackett, Stan Hedberg, Dick Leavall (et al) who claim that the genial Chris (we almost said genial old Chris) sneaked away to help Kate Smith get the moonshine up over the mountain. This we wish to refute. Nor do we believe that Chris has turned crooner. We, with his many friends, look forward to his sparkling column's return tomorrow.



MARCH EMPLOYMENT SHOWS SLIGHT GAINS

Washington, April 21.—A slight increase in employment in March is reported by the United States employment service. Some increase in the forces engaged occurred in certain units of the iron and steel industry and automobile factories Plants manufacturing boots and shoes, particularly those in New England, stepped up production schedules.

Detroit, April 21.—Employment index of the Industrial Department of Commerce on April 15 was 63.6, against 68 on March 15 and 82.7 on April 15, 1931.

OHIO EMPLOYMENT

Columbus, O., April 21 (UTPS).—The Bureau of Business research of Ohio State University, in a bulletin covering employment in the automobile and automotive parts industries in Ohio, shows that March employment decreased 2 per cent. from the records of February, despite the five-year average February-to-March increase of 5 per cent. Of the forty-five concerns reporting, twenty registered employment increase in March over February, twenty-three showed decreases and two showed no appreciable change. Average employment for the month of March was 23 per cent. below March of last year.

NOTHING ROLLS LIKE A BALL — NEW DEPARTURE BALL BEARINGS

It suddenly strikes the ivory tickler that *nothing rolls like a ball*

STEWART ADDS NEW 1½ AND 2-TON MODELS WITH BASE OF $795

(Continued from Page 1)

a thermostat in the line. The radiator is a Fedders unit. The carburetor is a Zenith down-draft type. Ignition is Delco-Remy.

The clutch is a single eleven-inch dry plate job, with vibration damper fitted. The transmission is a Warner unit, with four speeds, with gear ratios as follows: Low, 6.40 to 1; second, 3.09 to 1; third, 1.69 to 1; fourth, 1 to 1, and reverse, 7.82 to 1.

The steering gear is a Ross cam and lever type, roller mounted. A three-spoke, 18-inch wheel tops the steering column.

The frame side rails are 7½ inches deep, with a thickness of 7-32 of an inch. The front axle is an I-beam type and hubs are equipped with Timken roller bearings. The tread is 59 inches.

The rear axle is a full-floating Clark truck type unit, with a single piece cast steel housing. Spiral bevel gears are used. The standard gear ratio is 5.6 to 1, with a 6.37 to 1 option. The tread for single tires is 61¾ inches and for duals the tread is 63¾.

Front springs are 38½ inches long and the rear 50 inches. Service brakes are four-wheel Bendix duo-servo, front 14 by 2 and rear 16 by 2. The hand brake is mounted on the rear of the transmission.

Standard wheel base is 134 inches with 145, 160 and 176 optional at increased cost. Steel spoke wheels are used. Standard tire equipment is 6.50 by 20 front and rear. Oversize balloons and dual tires are extra. The chassis weight is 3,250 pounds. Loading space is suitable for 11 to 14 foot bodies back of the cab, depending on the wheel base.

The 43X two-ton job follows in the main the lines of the 42X. The six-cylinder Lycoming engine of the L-head type has bore and stroke of 3⅜ by 4½, giving a piston displacement of 242 and a taxable horse power of 27.3. It develops 65 horse power at 2,800 r. p. m.

The standard wheel base of the two-ton model is 145 inches, with 134 inches optional, and 160, 176 and 190 inches available at extra cost. Dual tires are standard on the rear wheels of this model. The chassis weight is 4,005 pounds.

KLINGLER FINDS LESSON IN CHEVROLET SALES INCREASE IN APRIL

(Continued from Page 1)

the various new cars that had been talked about in the low-priced field.

"2. Chevrolet — participating, at that time, in the fifty-five great automobile shows staged by the General Motors Corporation — met the competitive situation promptly and squarely with an adjustment of prices. There was no temporizing in this connection. We moved quickly in the direction that good business seemed to dictate.

"3. We are now in the midst of the most aggressive advertising campaign we have ever used during recent years. And we are engaged in the most aggressive and most intensive and most far-reaching sales effort that Chevrolet has ever employed.

"Just as the ripples caused by a stone that is tossed into the water have an ever-widening effect, so I believe that Chevrolet's great nation-wide effort at this time is going to spread to every channel of trade," Klinger declared.

"The idea of extra effort is just as workable by you as it is by us. You may not be able to engage in it on as broad a scale as we do, but there's no business so small that it cannot be benefited by extra sales effort at this time. It may mean ringing only a few more door bells, or even asking a few more people to buy what you have to sell.

"Speaking of ringing door bells brings to my mind a great change which has come over the automobile business in the last five or ten years. Back in the early days, 75 per cent. of the people walked into a salesroom and literally asked to buy. Now, only 10 per cent. of our customers come walking in. But we have to go out and find the other 90 per cent. by ringing door bells.

"That simple change of conditions caused a revolution in automobile selling methods. The companies which sat around and waited for customers to walk in and place their orders passed out of the picture. Those which changed with the times and went out after their customers, are still doing business at the old stand—some of them even larger and more prosperous than before."

As to business in general, Mr. Klingler said that he wanted to make it clear that he was not there in the capacity of one who is either eager or willing to predict the future course of American business.

"I cannot speak for American business as a whole," he said in his introductory remarks, "but I feel perfectly safe in presenting to you some of the interesting and basic facts about our own business, and drawing some obvious conclusions that may be both helpful and encouraging to you."

FLEET OWNER LISTS

OPERATORS HAVING	Number of Companies	No. of Listings	No. of men to see (Mailing pieces required)	No. of Automotive Vehicles	No. of Vehicles Per Contract
10 or more	16,000	18,000	25,000	1,500,000	60
100 or more	1,150	2,100	3,400	700,000	210
1,000 or more	75	600	1,000	300,000	300

LISTS THAT ARE KEPT UP TO DATE

Lists that show the Name of the Man to See and the total Number of Vehicles

Each Local list is zoned, routed, alphabetically indexed, and vocationally keyed

We can supply a local list for any Territory or a national list

FLEET OWNER LIST CO. 1817 B'WAY, N. Y. C.

FINANCIAL NEWS

CITIES SERVICE CO.

New York, April 21.—Cities Service Company reports for the year ended March 31: Net to common stock and reserves, $15,567,853, compared with $34,802,618 in preceding twelve months; gross earnings, $37,054,000, against $55,476,751; net earnings, $34,879,871, against $52,804,987. For March: Net to common stock and reserves, $1,610,415, against $1,586,534 in March, 1931; gross earnings, $3,348,577, against $3,410,997; net earnings, $3,160,379, against $3,214,931.

MIDLAND STEEL PRODUCTS

New York, April 21.—Midland Steel Products Company reports for the quarter ended March 31: Net loss after expenses, depreciation and other charges, $139,135, against profit after interest and depreciation, but before Federal taxes and profit-sharing expenses, of $360,272 in first quarter of 1931.

U. S. HOFFMAN MACHINERY

New York, April 21.—United States Hoffman Machinery Corporation and subsidiaries report for the quarter ended March 31: Net loss after interest, taxes, depreciation, amortization and other charges, $224,388, compared with $76,432 loss in the first quarter of 1931.

OWENS ILLINOIS GLASS

Chicago, April 21.—Owens Illinois Glass declares regular quarterly dividend of 50 cents on common; in twelve months ended March 31 earned $2.20 a common share, against $2.32 in previous twelve months.

Retail Salesmen—This Is Your Page

This department is devoted to the interests of the retail sales division of the industry. Salesmen, this is your department. Automotive Daily News wants you to get something from this department that will help you in your work on the firing line. It wants you to pass on your own experiences, successes, failures to help your brother salesmen. Send in your story in the form of a letter, or even a postal card, and let us get it ready for publication. Your achievement or your mistake may help another salesman to make sales or avoid errors that cost you commissions.

Dealers read this page. Give us the benefit of your reactions on these problems that affect the work of your salesmen, the men on the firing line, the men who bring home the bacon or don't.

THIS SALESMAN USES 30 TO 40 'LISTENING POSTS'

By JAMES R. CAMPBELL
Buffalo, N. Y.

Never before during my fifteen years of automobile experience have I realized more than I did last year that automobiles are sold and not purchased and that the successful salesman must be a worker nowadays. He must know no hours and be ready to close a deal before breakfast as well as after supper.

I have always realized that it is just as important to have forty or fifty live prospects as it is to close sales. It requires work and a lot of planning.

There is no mystery in how to get prospects. I have what we call here "Listening Posts." We have such a column on our quota board for such prospects. The "listening posts" consist of real friendly owners, garage men, gas station owners, barber shops and gate men at the big manufacturing plants. I try to contact there thirty or forty "listening posts" once every week or ten days. It is most gratifying to realize all the leads we get from these "listening posts."

Hardly a day goes by, especially during the selling season, but that I get three or four good, live prospects from these "listening posts." For every name they turn in to whom we sell they receive a check for $5 or $10, depending on the kind of car purchased. Believe me, they do look forward to these booster checks.

During my floor trick I always try to contact from twenty to thirty Willys-Overland owners and owners of foreign makes of cars. Just today I got five leads from using the phone while on duty.

If a demonstraton is necessary in closing a sale, we have a regular route over which we take our prospects, and you may rest assured that my demonstrations always end at the store, whether starting from there or from their homes.

During the last two years there is one factor I have never forgotten—the woman in the case. She surely has a great share in the selection and purchase of an automobile.

The following are the things I keep always before me:

Prospect list of at least forty live ones.

To work my work sheet always.

To keep appointments, and be on time.

Bring them all to the store.

Tell them, and sell them.

To have a plan, and then to work it.

MILLER TAKES DE VAUX IN CHICAGO SECTION

Chicago, April 21.—Appointment of the J. W. Miller Motor Company as northern Illinois distributor for the new line of De Vaux motor cars was made known today. The concern has established headquarters in Chicago at 2435-37 South Michigan Ave.

J. W. Miller is no stranger in the De Vaux family. He handled the line with marked success in Chicago during 1931. The Miller Company has the distinction of being the first new major distributing organization to be signed since the De Vaux interests were taken over by the Continental Motors Corporation.

Associated with Mr. Miller is F. H. Popp, one of the best known figures in the Chicago distributing field. Mr. Popp was for years wholesale manager of the Auburn branch here.

MARCH TRUCK SALES SHOW 16% INCREASE OVER FEBRUARY, 1932

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cent., which is above the percentage of increase for the whole vehicle industry. The decrease under the total sales in this territory for March, 1931, is approximately 43 per cent., which is perhaps better expressed by saying that the truck industry this year did 57 per cent. of the business it accounted for in 1931.

If the ratio of truck sales in March holds through the entire forty-eight states and the District, as it has for these thirty-three states and the District of Columbia, we will get a total for the month of about 17,446 commercial units. This is a fair showing considering conditions and the figures for the entire production, including passenger cars as well as trucks.

MAKING CONTACTS VITAL NEED FOR THE TRUCK SALESMAN

By F. L. EDMAN
Federal Truck Company

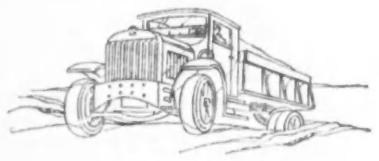
Briefly, one of the fundamental requirements of successful truck selling in 1932 is a broad and intimate knowledge of the product represented, as well as competitive equipment.

Such knowledge makes possible intelligent comparisons which are particularly effective in these days, when buyers are weighing values with utmost care.

Another essential, which is, of course, nothing new or startling, is hard work. The truck salesman must cover his territory thoroughly and systematically. He must maintain intimate contact with all possible buyers. The old law of averages still hold good—more contacts mean more sales.

NEW REO DISTRIBUTOR NAMED IN DALLAS, TEX.

Dallas, Tex., April 21.—Pacific Avenue Motor Company has been appointed distributor of Reo passenger cars, Speed Wagons and trucks for Dallas and a territory taking in fifty-four northeastern Texas counties. E. G. Prigmore, general manager, has been in the automobile business for many years, having been associated with distributing organizations handling two popular makes of cars and with a financing company.



LOW GEARS were put into your trucks for a purpose. But that purpose wasn't to run engines into the shop before their time. Ethyl Gasoline keeps trucks out of the shop—cuts maintenance costs by cutting DOWN THE ENGINE REVOLUTIONS PER TRIP.

The Ethyl fluid in Ethyl Gasoline prevents knocking—stops the power waste and overheating that make drivers drop to a lower gear on hills that should be made in high. It draws more power from each drop of gasoline—helps your trucks on hills and in getaway. In cities this faster acceleration often means another block before the traffic light turns red . . . saves time, and in some instances permits the use of fewer trucks to handle definite routes.

Ethyl Gasoline *does* cost more per gallon—but truck operators have proved under various types of operating conditions that it *costs less per ton mile*. You can duplicate the successful experiences of other truck owners. Give Ethyl Gasoline a trial! Ethyl Gasoline Corporation, New York City.

ETHYL
Controls Combustion

GOOD GASOLINE + ETHYL FLUID = ETHYL GASOLINE

Ethyl fluid contains lead © E. G. C. 1932

BETTER THAN EVER

The anti-knock standard of Ethyl Gasoline has now been raised still higher. You get even more for your gasoline dollar. Now test Ethyl!

Cut down engine revolutions per trip—

Use **ETHYL GASOLINE**

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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FRIDAY, APRIL 22, 1932

ADVERTISING AND BUSINESS HEADQUARTERS

Harry A. Tarantous, Business Manager, 350 Hudson St., New York, N. Y. George M. Slocum, Manager Detroit Bureau, 427 Fisher Building, Detroit, Mich., phone Trinity 2-3500. Willard R. Cotton, Western Manager, 333 North Michigan Ave., Chicago, Ill., phone Andover 2400. Metz B. Hayes, New England Manager, Little Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank Building, San Francisco, Cal.; Lincoln Building, Los Angeles, Cal.; 1037 Henry Building, Seattle, Wash.

Address ALL Advertising and business correspondence to 350 Hudson St., New York city

EDITORIAL DEPARTMENT

350 Hudson St., New York, N. Y. Telephone CA nal 6-1000.

Alexander Johnston, Editor. William C. Callahan, News Editor
Statistical Department (registrations and specifications), P. J. Robas, statistician. **Engineering Department,** A Benson Carleton, technical editor. **Merchandising Department,** Charles S. Zack, editor. **Art Department,** John Bauerfeld, director.
Detroit Bureau, Chris Sinsabaugh, editor, 427-8 Fisher Building, Detroit, Mich. Telephone Trinity 2-3500. Contributing editor, John C. Wetmore.

Market Factors

ANALYSIS of the causes behind the general decrease in motor vehicle buying this year discloses three important factors, if they are not actually the dominating ones. As we see the situation the three factors are: The actual lack of money in many cases, the fear which prevents many people from buying even though they need cars and have the money, and third, a feeling, more common than perhaps we realize, that the purchase of a car now is unpatriotic or in bad taste or setting a bad example of extravagance.

The first factor, lack of money, must be cured by a revival of general activity, in which the automotive industry probably will lead. The second factor, the fear that has held the country in its grip for so long, is interdependent with the first and will disappear when general business revives.

But the third factor, the feeling that it is not good business to buy a new car at this time; that it is an extravagance is one that we can combat definitely and effectively.

The recent General Motors spring shows in fifty-five cities emphasized that car buying creates work for many hands. The Studebaker Corporation has done an excellent job of combating this false doctrine by advertisements carrying the general slogan "A New Car Is a Badge of Honor." It is. A new car bought today is not only a badge of honor but a Big Bertha shell thrown into the trenches of unemployment and depression.

Down in Philadelphia a group of automobile dealers have been conducting a co-operative newspaper advertising campaign to break down this factor of sales resistance. The copy has emphasized the social value of keeping the automobile industry busy. It has pointed out the work that each car bought gives to many hands. The total amount of work that goes into the building of a single motor car represents eighty days of labor for one man. Consider what the purchase of 100,000 motor cars does in the way of supplying work and wages to citizens of these United States.

Not only can manufacturers and dealers help in this campaign by individual and co-operative advertising, but every last salesman in the industry, contacting the general public can sow the seeds of understanding that any citizen who buys a car now is contributing directly to breaking the depression.

An Unrivaled Market

THE old saying that "Charity begins at home," might be revised for present consumption to: "Business begins at home."

In all the trumpeting about foreign markets we must not lose sight of the fact that our best market of all lies within the continental confines of Uncle Sam's domain. In a recent statement Frank E. Smith, president of Servel, made the remark: "In the future, or at least for a number of years to come, the manufacturers of the United States must be satisfied with such sales as their aggressive organizations can effect at home, and this condition will continue until tariff barriers set up against United States products by foreign countries are either reduced or eliminated."

It is desirable that we get back as much of the export market as is possible and as soon as possible. The 10 or 12 per cent. of our trade which lately came from the export field is a rich possession, which we should strive to get back as soon as we may.

But let us not forget that in the 120,000,000 people resident in this country and having higher standards of living, probably, than any other national unit under the sun, we have a market greater than any other two nations possess. In our unexampled industrial equipment we have the means of supplying all things these people can want.

It is perfectly possible to create prosperity within our own borders without relying on foreign commerce. But if we also can regain our share of the export trade of the world, so much the better and so much quicker the recovery.

Trade Association News

Pennsylvania Truck Men Are Down to Brass Tacks

By W. A. SUTHERLAND
Secretary Pennsylvania Motor Truck Association

The boys here in this state (Pennsylvania) are working hard and in most instances keeping up their business, cutting their overhead, and are going right after it.

It is my opinion that every one will find that golf tournaments and picnics and parties are completely out of the picture for the time being. There is very little expansion of the truck business. In fact, it is the writer's personal opinion that it is being restricted. What is of most interest to us are the activities put forth by special interests in New Jersey and New York states to throttle the industry, and just why the manufacturers of motor truck equipment and supplies, also the shipping public, are sitting back and allowing these restrictions to be placed on a very large and important industry is more than the writer can understand. We will probably have plenty to tell you when our Legislature convenes in 1933.

R. I. Truck Owners Assn. Enters N. E. Conference

The board of directors of the Rhode Island Truck Owners Association has sanctioned the entry into the newly organized New England motor transport conference.

It has been formed to actively promote the interests of truck operators as it affects their New England territory, and to bring about full reciprocity among the New England states, as well as to develop concerted action on legislative matters and other problems affecting truck operation.

A. A. Beauregard of Springfield, Mass., was elected president and P. F. Arnold the vice-president.

BROOKLYN DEALERS RE-ELECT J. F. HAAS

Brooklyn, N. Y., April 21.—Joseph F. Haas was re-elected president of the Brooklyn Motor Vehicle Dealers' Association at the annual meeting of that organization. This is the second time in the history of the organization that a president has succeeded himself.

Other officers elected were as follows: Theo. Southworth, first vice-president; C. M. Bishop, second vice-president; H. H. Donaldson, treasurer; W. T. Quain, secretary.

Directors elected for two years were as follows: J. F. Haas, W. R. Bellows, H. H. Donaldson, G. C. Lewis, C. M. Bishop, Theo Southworth.

The holdover members of the board of directors are: E. F. McConaha, W. T. Quain, F. J. Kruse, S. G. Tilden, E. T. Stenersen. Ralph Ebbert is manager.

OSHKOSH MOTOR TRUCK GETS ORDER FROM GOVT.

Oshkosh, Wis., April 21.—Oshkosh Motor Truck, Inc., has been awarded a government contract to furnish ten of the largest size trucks manufactured here, of the four-wheel-drive type. According to plant officials, the government order will enable the Oshkosh company to keep its full crew at work for the next two months.

KROGER GROCERY CO. INCREASES TRAILER ORDER

Milwaukee, Wis., April 21.—The original contract for fifty trailers received by the Highway Trailer Company, Edgerton, Wis., from the Kroger Grocery and Baking Company has been enlarged, according to G. G. Germaine, manager of the company's Milwaukee office.

COMING EVENTS

APRIL

12-27—**Milan, Italy.** International Automobile Salon.
21-22—**Cleveland, O.** National Petroleum Association, semi-annual meeting, Hotel Cleveland.
23-May 2—**Zagreb, Jugo-Slavia,** Automobile Salon.
27-29—**New York city.** American Welding Society.

MAY

1- 8—**Penzan, Poland.** International Fair.
2- 6—**Philadelphia, Pa.** American Society of Mechanical Engineers management division meeting.
4- 6—**Honolulu, Hawaii.** National Foreign Trade Council.
4- 7—**Dublin, Ireland.** Commercial Car Show.
7-11—**Cleveland, O.** American Society for Testing Materials, meeting.
7-16—**Budapest, Hungary.** International Fair.
12-13—**Cleveland, O.** American Gear Manufacturers' Association, meeting.
14-15—**Atlantic City, N. J.** Annual convention New Jersey Automotive Trade Association. Hotel Jefferson.
16-20—**San Francisco, Cal.** United States Chamber of Commerce, annual meeting.
19-20—**Chicago, Ill.** National Battery Manufacturers Association meeting, Hotel Sherman.
23-28—**Chicago, Ill.** Radio Manufacturers Association, meeting, Hotel Sherman.

JUNE

Bordeaux, France. Automobile Show.
Cork, Ireland, Commercial Car Show.
Paris, France.—International Automobile Manufacturers Association, sixth annual Motor Transport Congress.
1- 3—**Tulsa, Okla.** American Petroleum Institute, mid-year meeting, Mayo Hotel.
8-11—**State College, Pa.** American Society of Mechanical Engineers, National Oil and Gas Meeting.
12-17—**White Sulphur Springs, W. Va.** Society of Automotive Engineers, summer meeting.
20-24—**Atlantic City, N. J.** American Society for Testing Materials, annual meeting, Chalfonte-Haddon Hall.

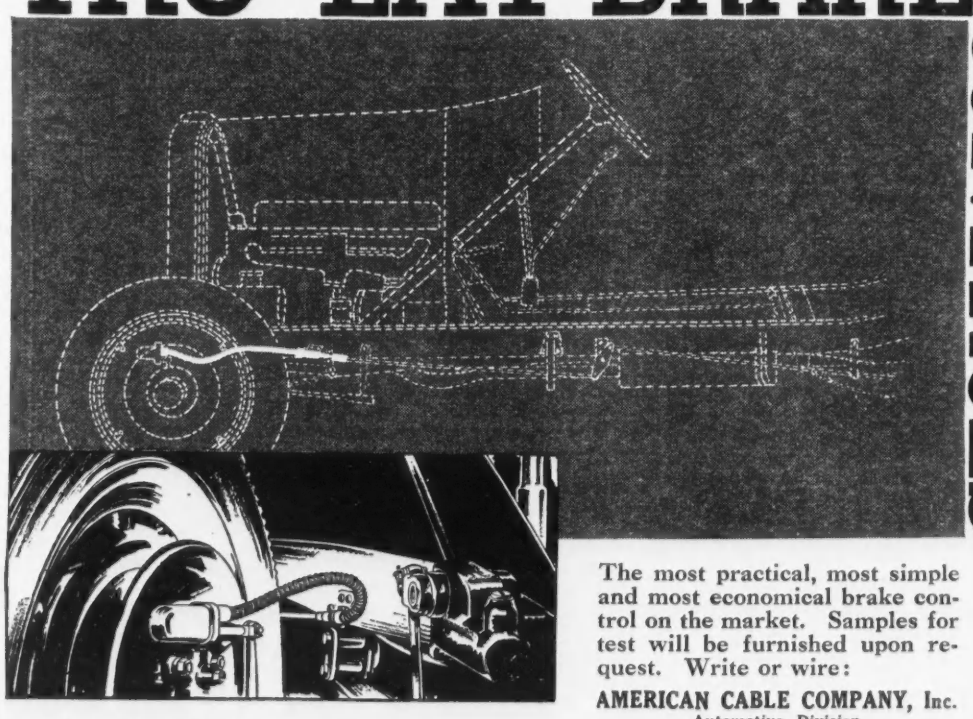
JULY

3—**France.** Grand Prix Automobile Race.
5- 9—**Southampton, England.** Commercial Car Show.
9-10—**Belgium.** Grand Prix Automobile Race.
17—**Germany.** Grand Prix Automobile Race.
20-22—**Llandrindod, Wales.** Commercial Car Show.

OCTOBER

3- 7—**Washington, D. C.** National Safety Council, meeting.
3- 7—**Buffalo, N. Y.** National Metal Exposition, 174th Regiment Armory. W. H. Eisenman, 7016 Euclid Ave., Cleveland, director.
3- 7—**Buffalo, N. Y.** National Metal Congress. Sponsored by American Society for Steel Treating, with cooperation of American Society of Mechanical Engineers, Institute of Metals and Iron and Steel Divisions of American Institute of Mining and Metallurgical Engineers, American Welding Society, Wire Association.
13-22—**London, England.** Olympia Show.

TRU·LAY BRAKE CONTROLS



There is only one moving part—a *pre*-formed multiple-wire strand which slides in a metal housing packed with grease.

The most practical, most simple and most economical brake control on the market. Samples for test will be furnished upon request. Write or wire:

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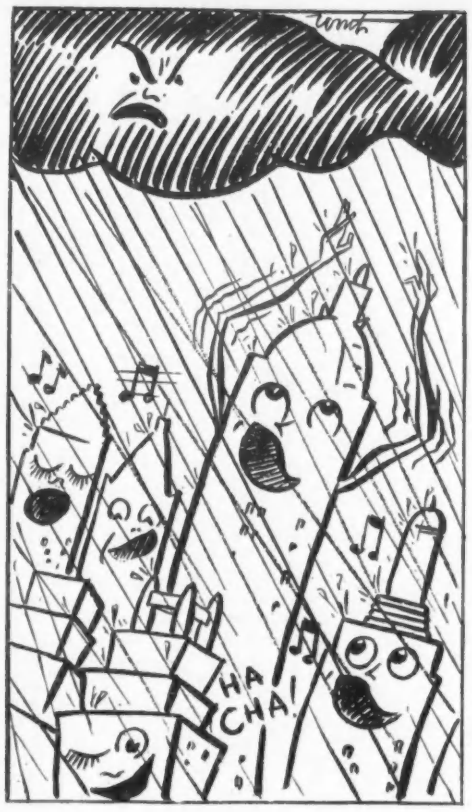


New York is singin' in the rain!

In New York City there are sixty-five mutual savings banks, exclusive of national and business banks. . . . They have a total of four and one-quarter million depositors—a figure in excess of the population of Chicago or any one of forty-two states. . . . Their deposits, since the market crash in 1929, have increased more than $700,000,000! . . . This increase represents 1,000,000 potential sales for Ford or Chevrolet or Plymouth, or 700,000 sales for Buick, Studebaker or Nash, or around 200,000 sales for cars in the Cadillac or Lincoln price class... Plenty of buying power in this market—but more selling power is needed. Plenty of people here can buy cars—if the automobile maker can sell them • And plenty of people here are buying cars. January new car sales, off 33% for the country, were 9% ahead in New York. This market bought more cars (excluding Ford) last year than the year before, has the largest potential of any automobile market in the country • And two-thirds of this market is reached through one newspaper—The News! The News has more coverage, more efficiency, more economy. It's time for automotive advertisers to stop kidding themselves about New York media—to rely on the medium that does a better job for other advertisers to do a better job for them! For a better buying season in New York this spring, buy The News *now!*

THE NEWS, *New York's Picture Newspaper*

Tribune Tower, Chicago ✣ Kohl Building, San Francisco ✣ 220 EAST 42nd STREET, NEW YORK CITY

TRUCK SHIPPERS OPPOSE I. C. C. PLAN FOR REGULATION

(Continued from Page 1)

country. It is believed Federal regulation can only be applied to common carrier trucks.

As far as Congress is concerned, under the commerce clause of the Constitution, it can only regulate common carrier trucks engaged in interstate tarnsportation, and such trucks constitute but 1½ per cent. of the motor trucks using the public highway. The question then arises, "Can such regulation be made effective because of the competitive conditions existing in the motor truck business?"

The cost of such regulation would be great, if not prohibitive. Attention is called to the fact that, in order to regulate that small percentage of the carriers, it would be necessary to police every state line in the country. This seems an entirely inappropriate burden at a time when the great cry is for reduction in the expenses of the government. No one has undertaken to estimate what appropriations would be necessary from Congress in order to cover the expenses of enforcement of such regulatory law.

Contrast is drawn with the fact that thirty-seven states at the present time have laws regulating purely state operation of motor truck common carriers and that such regulation has been ineffective. There seems no reason why the Federal government should be more able to regulate interstate common carrier motor trucks than the states themselves are in regulating intrastate common carrier motor trucks. Public demand for this type of regulation is lacking. The preponderance of shipper attitude favors a continuation of interstate truck operation.

Regulation, say our Detroiters, would increase the cost of truck transportation and would result in shippers of large volumes of goods either employing contract carriers or operating their own trucks. The small shipper or the small business which does not have a sufficient volume or sufficient capital to purchase its own trucks would be deprived of the use of motor transport.

Sufficient thought has not been given to the fact that railroads are suffering the effects of the depression in common with all business. Although the tonnage hauled by motor trucks would add slightly to rail revenues, if business were normal the railroads would be too busy to worry about the comparitively small line of business to the highways, say the automobile men. It is inconceivable, they say, that Congress will do otherwise than take a far-seeing attitude on this important question.

NEW FEDERAL DISTRIBUTOR NAMED IN ROCKFORD, ILL.

Rockford, Ill., April 21.—George D. Hall, president of the Hall Motor Company, Plymouth and De Soto distributor in this city, has taken over distribution franchise for the Federal trucks in the district. Hale Hershon will be manager of the new department and with the inclusion of the Federal line the Hall Motor Company will offer complete line of trucks, both four and six-wheel models, ranging from one and a half to seven and a half tons.

DIAMOND T SHIPMENTS GAIN 13% IN QUARTER

Chicago, April 21.—Shipments of Diamond T trucks in first quarter of 1932 showed a gain of 13 per cent. over the corresponding period last year, it was announced today by C. A. Tilt, president of the Diamond T Motor Car Company. The gain was attributed to introduction of new models at sharply reduced prices several months ago, these units meeting with good demand from dealers and users.

Diamond T sales, as attested by national registration figures, were declared by Mr. Tilt to be encouraging. He stated that an increasing number of smaller users is following the example of the large fleet owners by replacing their equipment on a regular time or mileage basis.

Cumulative New Commercial Car Registration Statistics, March, 1932

Returns for today: Alabama, Arkansas, Connecticut, Nebraska, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Dakota, Vermont, Virginia, Washington and the District of Columbia.

Figures in this table are from R. L. Polk & Co. of Detroit, with the exception of Illinois, which are supplied by the Robinson Advertising Service, Springfield, Ill., and New Jersey, which are furnished by the New Jersey Motor List Co., New Car Division, Trenton, N. J. Metropolitan district figures compiled by Sherlock & Arnold are included in New York state total. Readers desiring county, city or town lists, or lists of owners in any given section, may obtain these by addressing any of these three companies. Some of this data has been published previously, but it is given here complete for the convenience of our subscribers. Commercial car figures do not include busses. In this table, 30 states and the District of Columbia.

States	Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Federal	Ford	G. M. C.	Indiana	International	La France Republic	Mack	Pierce-Arrow	Reo	Sterling	Stewart	Studebaker	White	Willys-Overland	Miscellaneous	Totals	States
Alabama			89		8	1	32	5		15							3		1		154	Alabama
Arkansas			44		1		29	1		8		1									84	Arkansas
Connecticut	3		100	3	14	6	49	9		26	1	4	1	12			4	3	3	2	240	Connecticut
Delaware		1	24		1		17	3		8				2							56	Delaware
Florida			92		5	1	124	4	1	21	1	1		3			2	1	1	3	260	Florida
Idaho			26				10			5											41	Idaho
Illinois	1		308	24	39	1	177	35		118	1	3		19	1	1	14	2	9	27	780	Illinois
Indiana	1		191		16	1	177	27	5	60	4			5		4	20	1	9	3	524	Indiana
Maryland	3	3	125		19	6	42	7		27	1	6		5			3	2		7	256	Maryland
Michigan			208	6	60	10	180	18	1	29				18			17	1	6	16	570	Michigan
Minnesota			228	7	40	5	152	11		81		6		14	1		12	7	6	1	571	Minnesota
Missouri	3		616	22	50	7	376	37	7	150		5		24	8	1	17	4	10	15	1352	Missouri
Montana			61		11	2	81	2	1	29				9			1	1	2	1	201	Montana
Nebraska			87	3	6		67	7		30				2			3		5	2	212	Nebraska
New Hamp.			44	6	6	1	20	4		7	1	1		2		3	2		1	1	99	New Hamp.
No. Carolina			171	2	8		87	4		11	1	1		2				9		25	321	No. Carolina
North Dakota			25		4		7	1		18				2					2		59	Nor. Dakota
Ohio	1		225	2	48	2	195	28	1	50	1	4		14		6	6	9	7	45	644	Ohio
Oklahoma			72		5		65	2		14				1						2	161	Oklahoma
Oregon			59		6		62	8		9					3			2		1	150	Oregon
Pennsylvania	14	10	508	13	90	5	415	43		151	6	27		49	8	19	18	15	26	36	1453	Pennsylvania
Rhode Island		1	40	1	2	4	26	4		9		2	1	6			1	1	1	2	101	Rhode Island
So. Carolina			47		8		27	1		2								1		1	87	S. Carolina
South Dakota			33	2	4		9	17		17		1					3		4		90	S. Dakota
Utah			51		4		22	4		11		2					1				95	Utah
Vermont			38	3	2		18	2		13				2					3	1	82	Vermont
Virginia	5		183		12	1	100	7		12	1			6			3			4	334	Virginia
Washington			60	3	12	1	83	8		18		1		1			5	5		14	211	Washington
West Virginia	1		75		8	1	32	5		13	2						4		2	4	147	W. Virginia
Wisconsin			230	10	20	1	135	9		46	1	1		8	3	2	11	1	7	8	493	Wisconsin
Dist. of Col.	2		62	3	5	1	38	9		38										11	169	Dist. of Col.
Totals	34	15	4122	110	514	57	2854	322	16	1046	21	66	2	206	24	36	150	65	105	232	9997	Totals
Alabama, 1931			139			1	123	1		10		1		1					2		278	Ala., 1931
Arkansas, 1931			80		8		136	1		10								1			236	Ark., 1931
Conn., 1931	3	2	117	5	29	4	222	5		24	2	19	1	11		5	9	5	4	2	469	Conn.
Del., 1931	1		36		2		53	2		9		2		2			1				108	Del., 1931
Florida, 1931		2	125		11	2	217	4		11		2					1	4		2	381	Florida, 1931
Idaho, 1931			28		5		87	2		7	1			2					6	1	139	Idaho, 1931
Illinois, 1931	3	6	470	23	63	9	655	28		130	1	3		12	7		22	7	16	47	1502	Illinois, 1931
Indiana, 1931		5	417	2	52	2	450	14		95	2			4		9	13	3	18	9	1095	Indiana, '31
Maryland, 1931	12		150	6	15	5	192	7		29		8		5		1	4	2	6	8	450	Maryland, '31
Michigan, '31			265	2	39	8	625	12		47	5	3		13		2	4	5	6	17	1053	Mich., 1931
Minnesota, '31			437	7	58	3	527	14		104	2	1		16			20	4	25	12	1230	Minn., 1931
Missouri, 1931	2	9	655	29	77	7	609	22		111	3	6	1	10	4	1	15	3	11	20	1595	Mo., 1931
Montana, 1931			78		8		76	1		28		2		4			4	2	4	2	209	Ment., 1931
Nebraska, 1931			137		25		211	7		32		2		1			8	2	6	5	436	Neb., 1931
N. Hamp., '31		1	86	1	8		103	2		6		3		6		5	3				224	N. H., 1931
No. Ca'lina, '31		1	219		23		247	7		19		1		1				4	2	8	533	N. Ca'lina, '31
Nor. Dak., '31		3	48	1	5		47	2		28							2		2		138	Nor. Dak., '31
Ohio, 1931	4	11	319		48	6	557	20		96		7		14	6	14	19	8	28	37	1194	Ohio, 1931
Oklahoma, '31			116	2	16	2	176	3		26		1					1	3	3	1	350	Okla., 1931
Oregon, 1931			48		8	2	120	2		12		8		3	2		3	2	1	7	218	Oregon, 1931
Penn., 1931	25	17	542	2	145	13	960	27		108	6	35	2	28	2	15	22	24	24	28	2025	Penn., 1931
Rh. Isle, 1931	2	4	30	1	14	7	112	4		2		1		10			6		1	1	195	Rh. Isle., '31
So. Car., 1931			103		14		112	1		5				2				1		5	243	So. Car., '31
S. Dakota, '31			65	1	9		59	3		26		2		2			9			1	177	S. Dak., 1931
Utah, 1931			77		10		124	9		7		4	1	3			4	2	1	3	245	Utah, 1931
Vermont, 1931			39		7		43			7				3					3		102	Vermont, '31
Virginia, 1931	3	5	215		21		242	12		33	3	2				1	2	11	2	20	572	Virginia, '31
Wash., 1931			100		27	4	254	5		17		2		4			13	2		19	447	Wash., 1931
West Va., 1931			77	6	15		109	6		21							7	1	5	1	248	West Va., '31
Wisconsin, '31		2	341	5	26	4	433	17		56				13	2	3	19	2	30	20	973	Wis., 1931
D. of C., 1931	3		34	1	2		93	4		11	1	1		1			2	1		3	157	D. of C., 1931
Totals	58	68	5593	94	790	79	7974	244	*	1127	26	116	5	171	23	56	213	99	206	280	17222	Totals

Combined report on Brockway-Indiana.

Frequent Truck Inspections Help Reduce Fleet Costs

Saving of 25 Per Cent. Follows Plan of Operator For Careful Check of All Operation Records; Maintains Completely Equipped Shop

Frequent truck inspections, constant care in the handling of packages and a careful check of all operation records have cut 25 per cent. from the delivery costs of the Eleto Delivery Company of Buffalo, N. Y.

Following the complete reorganization of its methods of handling joint deliveries for the William Hengerer Company and J. N. Adam & Co., the two largest department stores in Buffalo, N. Y., five major results were achieved by the delivery concern, according to Michael W. Ward, president. These are:

1: Reduction of 25 per cent. in package delivery costs.

2. More uniform productivity from each truck every day.

3. Reduced mileage by complete rerouting through adoption of the unit zone system.

4. Elimination of overloading and underloading of trucks.

5. Reduction of number of vehicles in actual operation.

"Our company owns and maintains a complete, fully equipped sorting station and garage, located about four or five blocks away from both stores, which we serve exclusively," says President Ward. "With the possible exception of furniture, large floor coverings and other large bulk merchandise which is delivered in trucks bearing the store name operated on an entirely separate basis, all other package merchandise is delivered in trucks bearing the name of this company.

"For many years we operated twenty-seven city routes and eight suburban routes, the city territory, which includes the adjoining residential villages of Kenmore, with approximately 20,000 population, being covered twice daily. Delivery costs were carefully watched and supervised, but we felt that further economies could be made, so we started from scratch and rebuilt the entire delivery system.

"Taking a map of the city, we divided Buffalo into five sections, and then, after a careful study of our delivery records, based upon past experience, broke down each section into seventeen units, making a total of eighty-five units for the city. No consideration whatever was given to the old routes or territories, because we aimed to develop an entirely new system on a highly efficient basis.

"Under the old plan, each driver started out with the packages for his own route and oftentimes trucks were overloaded, and oftentimes they were underloaded, with little or no attempt to secure uniformity of productivity from each truck and driver. We felt this was unscientific and inefficient.

"Now, with the unit system in effect, there is greater uniformity of loading because a driver may have five units to cover in his territory under a normal business day, but in the event of a special sale in either or both stores, there would be an unusually large influx of packages for delivery. Then we can reduce the number of units a truck is to cover and increase the number of trucks so there is no hardship upon any driver, and he will handle his usual quota of packages.

"This feature of flexibility under the unit plan is one which mikes it highly efficient and tends to reduce the mileage covered by each truck every day, thereby effecting a saving on oil, gasoline, tires and wear and tear on the motor equipment.

"Soon after the unit system was placed in operation, we were able to reduce the number of trucks in daily service, and reduce the mileage. Drivers were quick to cooperate, because overloading was avoided and routes were laid out under the unit plan, so that the distance between stops was cut down and drivers followed parallel streets as much as possible, thus reducing costly doubling back over a territory.

"Merchandise is brought to the warehouse at frequent intervals during the day so as to prevent congestion and resultant delays in the sorting process. The first, or preliminary sorting, is made when the merchandise reaches the warehouse. Packages are then divided into one of five sectional zones and marked for one of the eighty-five city units.

"The packages are then tossed onto an endless belt, which moves slowly between two long rows of bins. The unit sorters, working in the aisle along the moving belt pick up a package, note the unit number, and place it in correct unit bin. Other checkers working back of the unit bins, note the C. O. D. packages, list them on standard forms and detach the duplicate address ticket for filing. This duplicate ticket is the delivery receipt, and is used as a basis for the charge against the driver.

"Delivery drivers receive the packages from the delivery bins after the checkers have completed their work. This system has been so highly developed that the cost for sorting has been reduced to a minimum, and no matter how many packages are received during sales periods, when high peaks are reached, the sorting process is carried out quickly, easily and without confusion or delay.

"As a direct result of this reorganization of the delivery system and the introduction of the new unit system of dividing the city, actual costs have been reduced 25 per cent. and there has been a corresponding increase in the efficiency of the service to customers.

"Careful cost records are main-

(Continued on Page 10)

16 FARGO BUSES FOR SPOKANE R. R.

Detroit, April 21.—Receipt of a contract for sixteen Fargo motor buses from the Spokane United Railways of Spokane, Wash., was announced today by A. H. Ferrandou, vice-president of the Fargo Motor Corporation, upon his return from Spokane following completion of negotiations for the deal.

The contract, which involves an investment by the Spokane United Railways of $135,000, is believed to be the largest equipment order awarded in the Inland Empire this year. When deliveries are completed, in forty-five days, the Spokane United Railways will have in operation a fleet of twenty-eight Fargo buses.

Eight of the sixteen buses just ordered will be of the twenty-one passenger type, similar to the Fargos first put in operation in Spokane in June, 1931. Eight will be of the new model thirty-three-passenger all metal city coach type recently announced by Fargo, and said to be the lightest weight, yet most sturdily constructed of any coach of comparable capacity. A demonstration bus of this type, in service in Spokane for several weeks, successfully met the severest tests of hill climbing.

HOW NEWSPAPER CUTS ITS TRUCK ACCIDENT COSTS

No longer are the newspaper delivery trucks considered in the class of taxicabs and fire engines as an accident hazard in Camden, N. J., where, according to David S. Loeb, circulation manager of the Courier-Post newspapers. He believes newspaper delivery can be operated with as much safety as any other delivery classed in the "preferred" ratings.

The past year's record by these newspapers is given as an example. The total truck accidents were cut from fifty-two in 1930, with a total cost of about $3,000, to twenty-five in the year ended March 6, 1932, at a total cost of $551. The cost includes repairs to the newspaper trucks, payments to parties involved in accidents and the amount paid out by the insurance company. On the newspaper coupes, operated by newsmen and circulation road men, there were only eight accidents in the past year, with a total cost of $32.34.

The trucks covered 241,173 miles and the coupes 209,830 miles.

This reduction by more than half in number of accidents during the past year results in an 83 per cent. cut in cost.

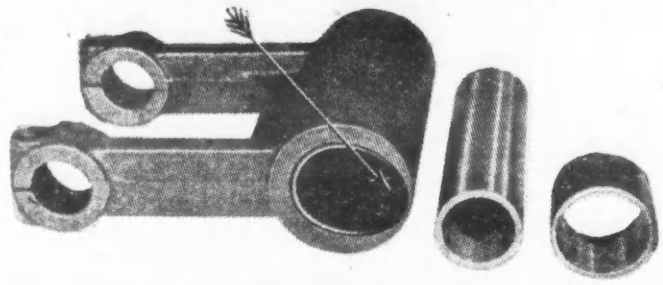
This safety question, which seldom troubled the circulation manager of 1910 or even 1920, is one of the most important in his department routine today. Operation of rolling stock takes considerably more time and thought than any other activity, and without strict control it can become one of the most expensive items in the whole newspaper budget. Under a few rules, however, with drastic penalties for disobedience, accidents in which the newspaper driver is culpable can be almost entirely eliminated, and careful training of drivers will also bring to a minimum the accidents in which the other party is to blame.

The important factor is to drive from the chauffeur's mind the idea that he has privileges of right of way, speed and infraction of traffic regulations over all other occupants of the road. With that done (and it takes self-denial both by the driver and management), the rest comes without difficulty.

These Camden newspapers have a Safety Club, officered by the drivers themselves. Fourteen of them received the "no-accident" medals of the National Safety Council, despite the fact that they drive daily in one of the worst traffic congested centers of the country.

The rules and regulations of the Courier-Post Safety Club limit speed to twenty-five miles an hour; drivers must slow up and sound horn at all intersections, must observe strictly the law pertaining to school zones and must give the pedestrian right of way at all times. All drivers must eliminate from their minds any question of "right of way."

Truck Bushing Inspection Saves Costly Repairs



THE ARROW above points to $12 worth of expense caused needlessly. When this part was manufactured for an Autocar chassis, it was fitted with a 40-cent bushing. Regular inspection would have helped that bushing do its job—save the cost of the $12 forging

In the current issue of the Autocar Messenger appears an article which graphically brings home that little savings often breed big costs. This article is the thirty-fourth in a series on Autocar materials and methods and deals with bushings, which the author says "make no difference in the appearance of a motor truck but make all the difference in the world in the appearance of the motor truck cost-record sheet."

The selection of bushing material and the proper application of bushings to various parts of the motor truck are the problem of the design engineer. But the proper inspection, care and lubrication of the bushings in service is the problem of the operator and is one worth real attention.

The Autocar Messenger's message in the April issue is reprinted here in part as follows:

"Every bushing that is intelligently applied to a motor truck chassis is a guarantee of lower maintenance cost.

"There are, on the average, 128 such guarantees in every Autocar chassis. It cost money to put each one in. But each one protects a part that often costs as much as twenty-four times the cost of the bushing!

"Whenever metal rubs against metal, no matter how well the contact may be lubricated, there is bound to be wear. In the design of a motor truck chassis it is necessary to have a great many metal-to-metal contacts. But it is not necessary that they should wear each other out. They can be protected by bushings. Bushings that cost far less than the parts they protect. Bushings that are specifically engineered to withstand the particular type of wear to which each part is subjected.

"In a good motor truck, this calls for not only a large number of bushings, but also a large number of different kinds of bushings. To this detail, Autocar gives exacting care. In a chassis in which there are 142 bushings, for example, there may be as many as forty-eight different sizes and materials. Each is the type best suited to its task.

"Experienced truck buyers, when purchasing new equipment, demand to know how many bushings are used in a particular chassis and at what points they are applied. This is especially true since truck buyers have learned the relative unimportance of a motor truck's first cost as compared with its maintenance expense. Economy in the application of bushings is usually practiced in the case of motor trucks that are built to meet a price, with the result that what was a saving for the truck assembler may soon develop into a source of great expense to the truck user. Moving parts, unprotected by bushings, soon succumb to friction and must be replaced. The cost of new spring shackles, brake control and steering-gear connections, to say nothing of axles and crankshafts, soon mounts up and makes what appeared to be a great bargain actually prove to be quite the reverse.

"It is not to be implied, however, that bushings are a cure for all evils. As will be seen from the accompanying illustration, even a bushed part may be ruined if it is not given the proper attention. Any Autocar service station will be glad to inspect Autocar chassis free of charge to see if any bushings need replacing. Have this inspection made at regular intervals. It's a good way to save money."

Proper Inspection of Truck Fleet Is Found Essential in Hauling Loads of Cement

Proper truck inspection and maintenance methods faithfully adhered to in the operation of its fleet of four Dodge trucks has paid generous dividends in good performance to Yancey's Idaho Portland Cement Truck Line of Blackfoot, Ida.

The four trucks haul cement from Inkom, Ida., to points within a 150-mile radius. Loads average 100 sacks of cement weighing ninety-four pounds each, a total of 9,400 pounds, or approximately five tons, including driver and extra tire.

Truck No. 1, a Dodge two-ton, 150-inch wheelbase model, has been driven more than 69,000 miles. At 68,540 miles the hydraulic brakes had required no service of any kind, nor had any bearings been replaced. Brake fluid was checked constantly and kept at proper levels at all times and the truck adequately lubricated according to a regular schedule.

Truck No. 2, a one-and-three quarter-ton, 150-inch wheel base model, had been driven more than 59,000 miles. Truck No. 3 had been driven 48,680 miles in nine months, an average of more than 5,000 miles a month. Truck No. 4 was driven 21,750 miles in four months.

Hydraulic brakes, bearings and all other working parts of all four trucks performed flawlessly. In piling up a total of approximately 200,000 miles these trucks always have delivered their load and returned without one ever having to be towed in, according to the owner's description of their performance.

NEW LOW PRICES!

1½ TON CHASSIS $670 AT THE FACTORY

STUDEBAKER'S 1½-ton truck—130-inch wheelbase—famous for its 75-horsepower engine and rugged strength, is now offered at an even lower price—$670. It is the most powerful truck ever priced so low.

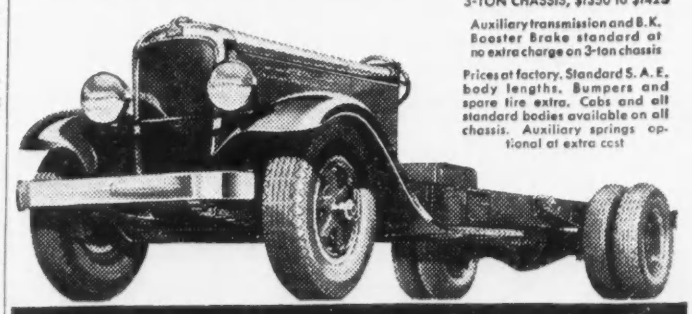
Marked economy of operation and dependability is obtained in Studebaker trucks because of the well designed, finely balanced 6-cylinder engines developing a full flow of power at low engine speeds, husky axles and sturdy construction throughout.

Studebaker's gain of 127% in registrations last year when the industry lost 23% was due to outstanding VALUE.

1½-TON CHASSIS, $670 to $745
Dual rear wheels at small extra charge
2-TON CHASSIS, $895 to $945
3-TON CHASSIS, $1350 to $1425

Auxiliary transmission and B.K. Booster Brake standard at no extra charge on 3-ton chassis

Prices at factory. Standard S. A. E. body lengths. Bumpers and spare tire extra. Cabs and all standard bodies available on all chassis. Auxiliary springs optional at extra cost



STUDEBAKER Trucks

WRITE S.P.A. TRUCK CORPORATION, SOUTH BEND, IND., FOR THE FRANCHISE FACTS ABOUT YOUR TERRITORY

Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H. P.	Max. Brake H. P. and Peak R. P. M.	Type Camshaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Transmission Make	No. Spds. For.	Rear Axle Make	Rear Axle Type Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brake Lining	Standard Wheel Base	Chassis Wt.	Standard Tire Sizes Front	Standard Tire Sizes Rear
Austin	400	475	Own	L	4	2.2x3	45.6	7.8	13@3000	G	Hex	Rock	Spic	Own	Til	Gra	Aut	W-G	3	Sal	Sp	5.25	O4M	76.5	75	1210	3.75x18	3.75x18
Autocar R	1½	2250	Own	L	6	3¾x4¾	314.0	33.7	75@2400	G	G & O	Br-L	Spic	Ross	Str	P	DR	Br-L	4	Own	Sp	33.4	4IH	388	*159	[illegible]	20x7.00	20x7.00D
Autocar A	1½-2	3200	Own	L	6	4 x4¾	358.0	38.4	82@2400	G	G & O	Long	Spic	Ross	Str	P	DR	Own	5	Own	Sp	39.7	LO4IDV*	460	150	5400	20x8.25	20x8.25D
Autocar D	2-2½	3500	Own	L	6	4 x4¾	358.0	38.4	82@2400	G	Fer	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	2 R	33 5	LO4IDV*	460	150	5600	20x8.25	20x8.25D
†Autocar SH	2½-3	4300	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	44 0	O2IM-T	328	114	6770	34x7	34x7D
†Autocar H	2½-3	4100	Own	L	4	4½x5½	350.0	32.4	45@1450	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	48 6	O2IM	328	114	6770	34x7	34x7D
†Autocar HS	3-3½	4600	Own	L	4	4½x5½	350.0	32.4	45@1450	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	54 3	O2IM	516	114	8100	40x8	40x8D
†Autocar SHS	3-3½	4800	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Gra	DR	Own	4	Own	2 R	54.3	O2IM-T	516	114	8100	40x8	40x8D
Autocar N	3-3½	4600	Own	L	6	4¼x4¾	404.0	43.4	92@2400	G	Own	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	2 R	41 2	OL4IHV-T	574	174	7990	20x9.75	20x9.75D
Autocar TFA	3½-5	6100	Own	L	6	4½x4¾	453.0	48.6	101@2400	G	Own	Long	Spic	Ross	Str	Vac	DR	Own	4	Own	2 R	51.7	O4IMV-T	516	172	9500	24x10.50	24x10.50D
Autocar C	3½-5	5900	Own	L	6	4½x4¾	453.0	48.6	101@2400	G	Own	Long	Spic	Ross	Str	Vac	DR	Own	12	Own	2 R	101 3	LO4IDV	602	192	9300	20x10.50	20x10.50D
Autocar FE	7½	11000	Ster	L	6	5¼x6	780	66.2	156@1800	G	G & O	Br-L	Spic	Ross	Zen	P	NF	Br-L	12	Wis	2 R	89.2	W4IA-T	674	180	12300	24x10.50	24x10.50D
*Autocar GE	10	12500	Ster	L	6	5¼x6	780	66.2	156@1800	G	G & O	Br-L	Spic	Ross	Zen	P	NF	Er-L	12	Tim	Wo	82.2	W6IA-T	720	198	16300	20x9.75	20x9.75D
Brockway 80 C	*9500	1215	Con	L	6	3¼x4	214.7	27.3	71@3200	C	G &O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	36.2	CB4IM	248	149	4075	20x6.00	20x6.00D
Brockway 90 C	*11500	1525	Con	L	6	3⅜x4⅝	248.2	27.3	70@3200	C	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	37.4	CB4IM	280	149	4355	20x6.50	20x6.50D
Brockway 92 C	*12500	1800	Con	L	6	3⅜x4⅝	248.2	27.3	70@3200	C	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Tim	Sp	37.4	CB4IM	280	149	4450	32x6.00	32x6.00D
Brockway 120 C	*15000	1990	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Tim	Sp	38.5	L4IH	353	156	5500	32x6	32x6D
Brockway 130 C	*17500	2495	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	43.5	L4IHV	386	156	6100	32x6	32x6D
Brockway 140 C	*19500	2935	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	46.2	L4IHV	380	170	6500	32x6	32x6D
Brockway 141 C	*19500	2935	Con	H	6	4 x4⅛	311.0	38.4	73@2400	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	46.6	L4IHV	380	170	7100	32x6	32x6D
Brockway 170 C	*19500	3160	Con	H	6	4½x4¾	380.9	40.8	89@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Ful	5	Wis	2 R	46.6	L4IHV	380	170	7200	34x7	34x7D
Brockway 175 C	*19500	3660	Con	H	6	4½x4¾	380.9	40.8	89@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	52.4	L4IHV	471	170	8100	34x7	34x7D
Brockway 195 C	*22000	3820	Con	H	6	4¾x4¾	427.5	45.9	100@2200	C	G & O	Br-L	Spic	Ross	Zen	P	*Aut	Br-L	4	Wis	2 R	50.7	L4IHV	546	170	8675	36x8	36x8D
Brockway 220 C	*25000	4560	Con	H	6	4¾x4¾	427.5	45.9	100@2200	C	G & O	Ful	Spic	Ross	Zen	P	*Aut	Ful	4	Wis	2 R	50.7	L4IHV	546	212	9000	22x10.50	22x10.50D
Brockway 260 C	*28000	5850	Con	H	6	4½x5¼	501.0	48.6	120@2200	C	G & O	Ful	Spic	Ross	Zen	P	*Aut	Ful	4	Wis	2 R	50.7	L4IHV	546	212	9000	22x10.50	22x10.50D
Chevrolet	½	345	Own	H	6	3⅛x3¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	3	Own	Sp	13.6	O4IM	101	109	*1880	19x4.75	19x4.75
Chevrolet	1½	520	Own	H	6	3⅛x3¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	4	Own	Sp	33 4	——	—	131	2700	30x5	32x6
Chevrolet	1½	575	Own	H	6	3⅛x4¾	194.0	26.3	50@2600	G	Har	Own	Own	Own	Car	P	DR	Own	4	Own	Sp	33 4	O4IM	170	157	3015	30x5	30x5D
Diamond T 216 B	1½	795	Her	L	6	3⅜x4¼	228.0	27.3	56@2400	G	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Cla	Sp	——	L4IH	252	135⅛	3260	20x6.50B	20x6.50B
Diamond T 316	2	1195	Her	L	6	3⅜x4¼	263.0	29.4	65@2400	G	G & O	Borg	Spic	Ross	Zen	P	Aut	W-G	4	Cla	Sp	——	L4IH	350	155	4400	20x6.50B	20x6.50DB
Diamond T 303 F	2-2½	1795	Her	L	6	3⅜x4½	298.0	33.7	67@2400	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	4	Cla	Sp	——	L4IHV-T	350	159¾	5100	20x7.00B	20x7.00DB
Diamond T 551 B	2½-3	2395	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	4	Cla	Sp	——	L4IHV	408	199	6100	20x7.50	20x7.50DB
Diamond T 303 F B	2-2½	2425	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	4	Wis	2 R	——	L4IHV-T	408	176½	6400	20x8.25B	20x8.25DB
Diamond T 504 A	3	2650	Her	L	6	4 x4½	339.0	38.4	74@2400	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	5	Wis	2 R	——	L4IHV-T	408	184	6400	20x8.25B	20x8.25DB
Diamond T 506 A	3	2950	Her	L	6	4¼x4½	383.0	43.3	85@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	5	Wis	2 R	——	L4IHV-T	499	169	7500	20x9.00B	20x9.00DB
Diamond T 603	3-4	3395	Her	L	6	4¾x4¾	428.4	45.9	94@2200	G	G & O	Cov	Spic	Ross	Zen	P	L-N	Cov	5	Wis	2 R	——	L4IHV-T	499	187½	7500	20x9.00B	20x9.00DB
Diamond T 606 B	3-4	3695	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Cov	5	Wis	2 R	——	W4IA	552	178	9300	22x9.75B	22x9.75DB
Diamond T 750	4-5	4925	Her	L	6	4⅝x5¼	529.0	51.4	114@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Br-L	7	Own	Wo	——	L6IHV-T	571	189½	8300	36x8P	36x8P
*Diamond T 801	4	4140	Her	L	6	4¾x4¾	428.4	45.9	94@2200	G	G & O	Cov	Spic	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	190	11000	34x7P	34x7DP
*Diamond T 1201	6	5600	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	G & O	Cov	Spic	Blo	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	190	11700	36x8P	36x8DF
*Diamond T 1692	8	6400	Her	L	6	4⅝x5¼	529.0	51.3	114@2400	G	G & O	Cov	Spic	Blo	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	194	12500	36x8P	36x8D
*Diamond T 1603	8	7500	Wak	L	6	5 x5¾	677.4	60.0	127@2000	G	G & O	Br-L	Spic	Blo	Ross	Zen	P	Aut	Br-L	7	Tim	Wo	——	W4IA-T	238	194	13250	34x7P	34x7DP
Dodge Bros. UF 10	½	375	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	Fed	Borg	Un	Own	Car	P	DR	Own	3	Own	Sp	12.8	O4IH	121	109	1925	19x5.00	19x5.00
Dodge Bros. F 10	½	445	Own	L	6	3¼x4¼	211.5	25.3	66@3200	C	Fed	Borg	Un	Own	Car	P	DR	Own	3	Own	Sp	12.8	O4IH	121	109	1975	19x5.25	19x5.25
Dodge Bros. U 1	¾	490	Own	L	4	3⅜x4¼	196.0	21.0	45@2800	G	Fed	Borg	Spic	Han	Car	P	DR	Own	3	Own	Sp	19.2	O4IH	189	124	2260	20x6.00	20x6.00
Dodge Bros. DA 1	¾	595	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Spic	Han	Zen	P	DR	Own	3	Own	Sp	19.2	O4IH	189	124	2360	20x6.00	20x6.00
Dodge Bros. U 1	1	495	Own	L	4	3⅜x4¼	196.0	21.0	45@2800	G	Fed	Borg	Spic	Han	Car	P	DR	Own	4	Own	Sp	36.1	O4IH	206	133	2590	20x6.00	32x6
Dodge Bros. DA 1	1	595	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Spic	Han	Zen	P	DR	Own	4	Own	Sp	33 4	O4IH	206	133	2690	20x6.00	32x6
Dodge Bros. UG 30	1½	525	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	Own	Car	P	DR	Own	5	Own	Sp	36.1	O4IH	176	131	2640	20x6.00	36x6
Dodge Bros. UG31	1½	550	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	Own	Car	P	DR	Own	5	Own	Sp	36.1	O4IH	176	131	2640	20x6.00	36x6
Dodge Bros. G 30	1½	585	Own	L	6	3¼x4¼	211.5	25.3	60@3100	—	—	—	—	—	—	P	—	—	5	—	—	—	4HI	—	131	2560	20x6.00	32x6
Dodge Bros. UF 30	1½	595	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	W-G	Car	P	—	—	5	Own	Sp	37.1	O4IH	187	136	2581	20x6.00	32x6
Dodge Bros. G 31	1½	610	Own	L	6	3¼x4½	211.5	25.3	60@3100	—	—	—	—	—	—	P	—	—	4	—	—	—	4HI	—	157	2710	20x6.00	32x6
Dodge Bros. UF 31	1½	670	Own	L	4	3⅜x4¾	196.0	21.0	48@2800	G	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37.1	O4IH	229	165	2757	20x6.00	32x6
Dodge Bros. F 30	1½	695	Own	L	6	3¼x4¼	211.5	25.3	66@3200	C	Fed	Borg	Cle	W-G	Car	P	—	—	4	Own	Sp	37.1	O4IH	187	136	2631	20x6.00	32x6
Dodge Bros. F 31	1½	770	Own	L	6	3¼x4¼	211.5	25.3	66@3200	C	Fed	Borg	Cle	W-G	Car	P	DR	Own	4	Own	Sp	37 1	O4IH	229	165	2807	20x6.00	32x6
Dodge Bros. F 35	1½	1425	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Cle	Han	Zen	P	DR	Own	4	Own	Sp	41.4	O4IH	305	140	3780	20x6.00	20x6.00D
Dodge Bros. F 36	1½	1485	Own	L	6	3⅜x3⅞	208.0	27.3	63@3200	C	Fed	Borg	Cle	Han	Zen	P	DR	Own	4	Own	Sp	41.4	O4IH	305	165	3972	20x6.00	20x6.00D
Dodge Bros. G 43	2	795	Own	L	6	3¼x4¾	217.7	25.3	73@3200	—	—	—	—	—	—	P	DR	Own	4	—	Sp	—	4HI	229	136	3345	20x7.00	20x7.00D
Dodge Bros. G 44	2	825	Own	L	6	3¼x4¾	217.7	25.3	73@3200	—	—	—	—	—	—	P	DR	Own	4	Own	Sp	43.7	O4IH-T	350	150	5173	20x6.50	20x6.50D
*Dodge Bros. F 40	2	1995	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	43.7	O4IH-T	350	165	5211	20x6.50	20x6.50D
*Dodge Bros. F 41	2	2085	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	5	Own	Sp	50.0	O4IH-T	229	136	5311	20x7.00	20x7.00D
Dodge Bros. F 42	2	2180	Own	L	6	3⅝x5	309.6	31.5	75@3200	C	Fed	Borg	Cle	Own	Car	P	DR	Own	5	Own	Sp	50.0	O4IH-T	229	136	5311	20x7.00	20x7.00D
Dodge Bros.	3	1515	Own	L	6	3⅜x4½	241.0	27.3	78@3000	C	Long	Borg	Un	Han	Zen	Vac	NE	Own	4	Own	Sp	46.3	O4IH	382	135	4235	32x6	32x6
Dodge Bros.	3	1565	Own	L	6	3⅜x4½	241.0	27.3	78@3000	C	Long	Borg	Un	Han	Zen	Vac	NE	Own	4	Own	Sp	46.3	O4IH	382	165	4520	32x6	32x6D
Dodge Bros.	3	1615	Own	L	6	3⅜x4½	241.0	27.3	78@3000	C	Fed	Borg	Un	Han	Zen	Vac	NE	Own	4	Own	Sp	46.3	O4IH	382	185	4715	32x6	32x6D
Dodge Bros. F 60	3	2645	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	2 R	56.6	O4IH-T	416	146	5543	32x6	32x6D
*Dodge Bros. F 61	3	2575	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	48 8	O4IH-T	416	170	5789	32x6	32x6D
*Dodge Bros. F 62	3	2695	Own	L	6	3⅝x5	309.6	31.5	96@3000	G	Long	Borg	Cle	Sag	DL	P	DR	Own	4	Own	Sp	48.8	O4IH-T	416	195	5901	32x6	32x6D
Dodge Bros G 80	4	5250	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	Str	P	DR	Own	5	Own	Sp	62,7	B4IA-T	650	146	7640	20x9.75	20x9.75D
Dodge Bros. G 81	4	5285	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	Str	P	DR	Own	5	Own	Sp	69.6	B4IA-T	650	170	7840	20x9.75	20x9.75D
Dodge Bros. G 82	4	5350	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	Str	P	DR	Own	5	Own	Sp	69.6	B4IA-T	650	195	8040	20x9.75	20x9.75D
Dodge Bros G 83	4	5415	Own	L	8	3½x5	384.8	39.2	120@3000	G	Long	Borg	Cle	Sag	Str	P	DR	Own	5	Own	Sp	69.6	B4IA-T	650	220	8400	20x9.75	20x9.75D
Essex Com.	¾	435	Own	L	6	2¾x4½	163.0	18.2	55@3300	C	Har	Own	Spic	Gem	Mar	Vac	Aut	Own	3	Own	Sp	5 40	4M	—	110½	1970	20x5	20x5.50
Federal D 3	*1½	670	Con	L	4	3⅞x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L4IH	377	130	3225	20x6.00	32x6
Federal E 3	*1½	695	Con	L	6	3⅜x4	215.0	27.3	72@3400	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L4IH	377	130	3225	20x6.00	32x6
Federal F 7	*1¾	1325	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Gem	Zen	P	DR	Own	4	Tim	Sp	29.2	L4IH	413	132	3765	30x5	30x5D
Federal F 8	*1¾-2	1425	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Gem	Zen	P	DR	Own	4	Tim	Sp	34.0	L4IH	438	132	3865	30x5	30x5D
Federal A 6	*2	1695	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Cla	Sp	38.5	L4IH	450	151	4580	32x6	32x6D
Federal A 6 T	*2½	1995	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Sp	47.1	L4IHV	659	151	5110	32x6	32x6D
Federal A 6 T W	*2½	2130	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Sp	52.9	L4IHV	659	151	5110	32x6	32x6D
Federal T 3 W	*2½	1595	Wau	L	4	4 x5	251.0	25.6	50@2000	G	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Wo	36.3	L4IH	575	148	5110	32x6	36x8
Federal T 8 W F	*2½	1795	Con	L	8	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Tim	Wo	38.8	L4IHV	659	148	5400	32x6	32x6D
*Federal D 2 S W	*2½-3	1050	Con	L	4	3⅞x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L6IH	566	140	3925	20x6.00	32x6
*Federal E 2 S W	*2½-3	1150	Con	L	6	3⅞x4¼	215.0	27.3	60@2600	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L6IH	566	145	3975	20x6.00	32x6
*Federal D 2 D	*2½-3	1350	Con	L	4	3⅞x4¼	200.5	24.0	50@2700	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L6IH	566	140	4235	20x6.00	32x6
*Federal E 2 D	*2½-3	1450	Con	L	6	3⅜x4	215.0	27.3	60@2600	C	Long	Borg	Cle	Gem	Zen	P	DR	W-G	4	Cla	Sp	40.8	L6IH	566	145	4310	20x6.00	32x6
Federal T 10 B	*2½-3	2550	Con	H	6	4 x4⅛	311.0	38.4	75@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	Sp	44.5	L4IHV	659	165	6550	34x7	34x7D
Federal T 10 W	*2½-3	2685	Con	H	6	4 x4⅛	311.0	38.4	75@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	Sp	44.0	L4IHV	659	165	6550	34x7	34x7D
Federal T 10 D R	*2½-3	2685	Con	H	6	4 x4⅛	311.0	38.4	75@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Own	4	Tim	2R	45.6	L4IHV	659	165	6550	34x7	34x7D
Federal U 6	*3½-4	3860	Con	H	6	4½x4¾	381.0	40.8	85@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	Wo	64.6	L4IHV	767	165	7420	36x8	36x8D
Federal U 6 D R	*3½-4	3860	Con	H	6	4½x4¾	381.0	40.8	85@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	2R	69.6	L4IHV	767	165	7420	36x8	36x8D
*Federal A 6 S W	*4	2195	Con	L	6	3⅜x4⅝	248.0	27.3	64@2600	C	Long	Borg	Pet	Ross	Zen	Vac	DR	Own	4	Cla	Sp	38.5	L6IHV	675	164	5620	32x6	32x6D
Federal C 7	*5-6	4485	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	2R	75 2	L4IHV	866	195	9550	20x9.75	20x9.75D
Federal C 7 W	*5-6	4485	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	W	78.0	L4IHV	866	195	9550	20x9.75	20x9.75D
Federal C 8	*5-6	4895	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	P	DR	Br-L	7	Tim	2R	75.2	L4IA	921	195	9650	20x9.75	20x9.75D
Federal C 8 W	*5-6	4895	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Han	Zen	Vac	DR	Br-L	7	Tim	Wo	78.0	L4IA	921	195	9650	20x9.75	20x9.75D
Federal X 8	*7½	4335	Con	L	4	5 x6	471.0	40.0	61@1350	G	Long	Borg	Pet	Gem	Zen	Vac	AB	Br-L	7	Tim	2R	106.0	T21MV	603	162	9750	36x6S	40x14S
Federal X 8 D R	*7½	4335	Con	L	4	5 x6	471.0	40.0	61@1350	G	Long	Borg	Pet	Gem	Zen	Vac	AB	Br-L	7	Tim	2R	106.0	T21MV	603	162	9750	36x6S	40x14S
Federal X 6 R	*7½	4735	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	Wo	111.0	T21MV	462	162	10475	40x8	40x8D
Federal X 8 R D R	*7½	4735	Con	H	6	4⅜x4¾	428.4	45.9	100@2200	C	Long	Borg	Pet	Ross	Zen	P	DR	Br-L	7	Tim	2R	106.0	T21MV	462	162	10475	40x8	40x8D
Ford	½-¾	320	Own	L	4	3⅞x4¼	200.0	—	50@2800	G	Own	Long	Spic	Gem	Zen	Gra	Own	Own	4	Own	Sp	——	—	—	106	——	20x6.00B	20x6.00DB
Ford	1½	470	Own	L	4	3⅞x4¼	200.0	—	50@2800	G	Own	Long	Spic	Gem	Zen	Gra	Own	Own	4	Own	Sp	——	—	—	131	——	20x6.00B	20x6.00DB
Ford	1½	500	Own	L	4	3⅞x4¼	200.0	—	50@2800	G	Own	Long	Spic	Gem	Zen	Gra	Own	Own	4	Own	Sp	——	—	—	157	——	20x6.00B	20x6.00DB
General Motors T-15	*6500	645	Own	L	6	3⅛x3⅞	200.3	26.3	60@3000	C	Long	Own	Mec	Sag	Mar	P	DR	Own	3	Own	Sp	16.1	B4IM	211	130	2625	20x5.50B	20x5.50B
General Motors T-18	*8200	595	Own	L	6	3⅛x3⅞	200.3	26.3	66@3200	C	Long	Own	Own	Sag	Mar	P	DR	Own	4	Own	Sp	35.7	O4IM	175	131	2800	30x5P	32x6P
General Motors T-25	*9000	1200	Buick	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	29.6	B4IM	239	130	3375	20x6.00B	20x7.50B
General Motors T-19	*10000	745	Own	L	6	3⅛x3⅞	200.3	26.3	66@3200	C	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	40.7	B4IM	290	140	3110	20x5.50B	32x6P
General Motors T-26	*11000	1210	Own	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	35.7	B4IM	290	130	3685	20x6.50B	20x8.25B
General Motors T-30	*12500	1545	Buick	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	28.6	B4IM	288	141	4490	30x5P	30x5DP
General Motors T-31	14000	1695	Own	H	6	3⅛x4⅝	257.5	28.3	76@2500	G	Long	Own	Spic	Sag	Mar	P	DR	Own	4	Own	Sp	35.5	B4IM	345	141	4695	32x6P	32x6DP
General Motors T-42	*15000	1845	Buick	H	6	3⅛x4⅝	257.5	28.3

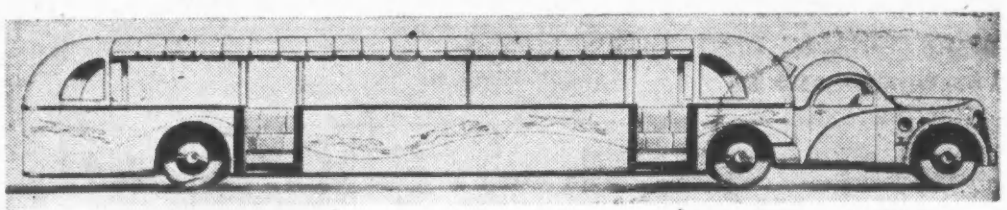
Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

(CONTINUED FROM PAGE 8)

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H. P.	Max. Brake H. P. and Peak R. P. M.	Type Cam-shaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Transmission	No. Spds. For.	Rear Axle Make	Type	Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brake Lining	Standard Wheel Base	Chassis Wgt.	Standard Tire Sizes Front	Rear
Indiana 19 DR	3½	3400	Her	L	6	4⅜x4¾	428.4	45.9	94@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut Br-L	4	Wis	2R	52.3	L4IHV	489	170	8100	20x9.00	20x9.00D
Indiana 17 SBT 250	4	3250	Her	L	6	4⅜x4¾	428.4	45.9	94@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut Br-L	4	Tim	Sp	37.8	L4IHV	625	188	8200	34x7	34x7D
*Indiana 17 SW 250	4	3475	Her	L	6	4⅜x4⅜	428.4	45.9	94@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut Br-L	4	Tim	Wo	38.1	L4IHV	625	188	8500	34x7	34x7D
Indiana 43 DR	4	4300	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut Br-L	4	Wis	2R	50.7	L4IHV	546	170	8500	20x9.75	20x9.75D
Indiana 45 DR	5	4800	Her	L	6	4⅝x5¼	529.0	51.3	115@2200	G	Yo	Br-L	Spic	Ross	Str	P	Aut Br-L	4	Wis	2R	45.4	L4IHV	546	170	8700	20x9.75	20x9.75D
International A 1	¾	615	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR W-G	4	Own	Sp	39.5	BE4IM	212	136	2930	5.50x20	5.50x20
International A 2	1½	615	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR W-G	4	Own	Sp	39.5	BE4IM	212	136	*2935	6.00x20	6.00x20
International B 2	1½	665	Wak	L	4	3⅝x4½	186.0	21.0	39@2400	G	Mod	Mec	Mec	Ross	Zen	Vac	DR Mec	4	Own	Sp	47.3	BE4IM	212	136	2960	6.00x20	6.00x20
International A L 3	1½	1450	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mod	Own	Mec	Ross	Zen	Vac	DR W-G	4	Own	Sp	42.9	B4IM	295	138	4032	20x6.00	20x6.00D
International A 3	1½	795	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mod	Rock	Mec	Ross	Zen	P	DR W-G	4	Own	Sp	34.9	BE4IM	302	136	3700	6.00x20	6.00x20D
International A 3½	1½	1250	Lyc	L	6	3¼x4½	224.0	25.3	54@2700	G	Mod	Rock	Mec	Ross	Zen	P	DR W-G	4	Own	Sp	47.8	BE4IH*	378	145	5221	32x6	32x6D
International A 4	2	1750	Own	H	6	3⅜x4½	279.0	31.5	67@2600	G	Mod	Own	Mec	Ross	Zen	Vac	RB Own	5	Own	2R	60.5	BE4IM	710	148	8300	36x8S	36x8S
International W 1	2½	3850	Hall	H	4	4¾x5½	312.0	28.9	59@2000	C	Own	Own	Own	Own	Zen	Vac	DR Own	5	Own	Sp	52.6	BE4IM*	430	156	6120	34x7	34x7D
International A 5	3	2350	Own	H	6	3⅜x4½	279.0	31.5	67@2600	G	Mod	Own	Mec	Ross	Zen	Vac	DR Own	5	Own	Sp	62.5	BE4IM*	430	156	6120	34x7	34x7D
International A 6	3	2675	Own	H	6	3⅜x4½	279.0	31.5	67@2600	G	Own	Own	Own	Own	Zen	Vac	RB Own	5	Own	2R	70.5	BE4IM	794	160	10125	36x6S	40x12S
International W 2	3½	4850	Hall	H	4	4¾x5½	390.0	36.1	69@2000	G	Mod	Rock	Mec	Ross	*Zen	P	DR Own	5	Own	2 R	52.3	BO4IM-T	730	123	11250	9.75x20	9.75x20D
International A 7	5	6200	Own	H	6	4½x5½	525.0	48.6	117@2200	G	Mod	Rock	Mec	Ross	*Zen	P	DR Own	5	Own	2 R	52.3	BO4IM-T	730	123	11250	9.75x20	9.75x20D
International A 8	5	6300	Own	H	6	5 x5½	650.0	60.0	136@2100	G	Mod	Rock	Mec	Ross	*Zen	P	DR Own	5	Own	2 R	52.3	BO4IM-T	730	123	11250	9.75x20	9.75x20D
La France Rep. A 1	* 6000	795	Lyc	L	6	3 x4¾	201.5	21.5	60@2500	G	G&O	Borg	Spic	Han	Zen	Vac	Aut Ful	4	Tim	Sp	36.1	L4IH	378	132	3000	20x5.50	32x6
La France Rep. C 1	* 7500	1295	Lyc	L	6	3¼x4½	224.0	25.4	61@2750	G	G&O	Borg	Spic	Han	Zen	Vac	Aut Ful	4	Tim	Sp	35.8	L4IH	413	144	3300	20x6.00	32x6
La France Rep. D 1	* 9000	1595	Lyc	L	6	3¼x4½	224.0	25.4	61@2750	G	G&O	Borg	Spic	Han	Zen	Vac	Aut Ful	4	Tim	Sp	37.9	L4IH	448	144	3725	30x5	30x5D
La France Rep. C 2	*10000	995	Lyc	L	6	3¼x4½	224.0	25.3	61@2800	G	Per	Borg	Spic	Han	Zen	P	Aut Ful	4	Tim	Sp	35.9	L4IH	—	150	——	20x6.00B	20x6.00DB
La France Rep. D 2	*11500	1295	Lyc	L	6	3⅜x4½	242.0	27.3	65@2800	G	Per	Borg	Spic	Han	Zen	P	Aut Ful	4	Tim	Sp	37.9	L4IH	—	162	——	20x6.00B	20x6.00DB
La France Rep. E 1	*13000	1985	Bud	L	6	3⅜x4½	260.0	29.5	69@2600	G	Per	Borg	Spic	Ross	Zen	Vac	Aut Ful	4	Tim	Sp	47.0	L4IHV	578	162	5000	20x7.50	20x7.50D
La France Rep. F 3	*15000	2395	Lyc	L	6	3⅜x4½	299.0	33.7	80@2500	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful	4	Tim	Sp	50.6	L4IHV-T	656	174	5625	34x7	34x7D
La France Rep. H 2	*16000	2985	Lyc	L	6	3⅜x5	354.0	36.0	85@2300	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful	4	Wis	2R	41.6	L4IHV	658	174	6370	34x7	34x7D
La France Rep. H 3	*18000	3395	Bud	L	6	4⅜x4¾	393.0	42.1	94@2400	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful	4	Tim	2R	54.0	L4IHV-T	768	179	7450	20x9.75B	20x9.75DB
La France Rep. M 2	*20000	4000	Wak	L	6	4⅜x5½	462.0	46.0	97@2000	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful	5	Wis	2R	51.0	L4IHV	768	174	7500	36x8	36x8D
La France Rep. M 3	*22000	4750	Wak	L	6	4⅜x5½	462.0	46.0	97@2000	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful	5	Tim	2R	62.5	L4IHV-T	768	191	8300	20x10.50B	20x10.50DB
La France Rep. M 4	*24000	5600	Wak	L	6	4½x5¾	549.0	48.6	98@1850	G	Own	Ful	Spic	Ross	Zen	P	Aut Ful	5	Tim	2R	62.5	L4IHV-T	768	191	8300	20x10.50B	20x10.50DB
La France Rep. 35-2	*28000	6400	Wak	L	6	4⅝x5½	517.0	51.0	100@1800	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful	12	Tim	2R	111.5	W4IA-T	1054	191	10300	24x10.50B	24x10.50DB
La France Rep. 35-3	*28000	6400	Wak	L	6	4⅝x5½	517.0	51.0	100@1800	G	Per	Ful	Spic	Ross	Zen	P	Aut Ful	12	Tim	2R	Opt	W4IA	—	Opt	12750	24x10.50B	24x10.50DB
La France Rep. Q 4	*30000	8500	Own	H	12	4 x5	754.0	76.7	240@2900	C	Own	Long	Blo	Ross	Zen	P	DR Br-L	4	Tim	4R	Opt	W6IA-T	—	Opt	14900	20x10.50B	20x10.50B
La France Rep. Q 6	*40000	11000	Own	H	12	4 x5	754.0	76.7	240@2900	C	Own	Long	Blo	Ross	Zen	P	DR Br-L	4	Tim	4R	Opt	W6IA-T	—	Opt	14900	20x10.50B	20x10.50B
††Mack B L	——	2500	Own	L	6	3¼x5	248.9	25.3	63@2800	G	Own	Own	Spic	Gem	Str	Vac	NE Own	4	Tim	Sp	Opt	L4IH	302	148	*4450	20x6.00B	20x6.00DB
††Mack B G	——	3000	Own	L	4	3⅜x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	Sp	Opt	O4IV	415	156	5200	32x6	32x6D
††Mack A B	——	4350	Own	L	4	4¼x5	283.7	28.9	60@2200	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	2 R	Opt	O4IV	471	146½	7100	34x7	34x7D
Mack A B	——	4000	Own	L	4	4¼x5	283.7	28.9	60@2200	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	Ch	Opt	O4IV	471	146½	6850	34x7	34x7D
Mack A B	——	4500	Own	L	6	3⅜x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	2 R	Opt	O4IV	471	146½	7050	34x7	34x7D
††Mack A B	——	4150	Own	L	6	3⅜x5	309.6	31.5	75@2600	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	Ch	Opt	O4IV	471	146½	6850	34x7	34x7D
††Mack B C	——	5250	Own	L	6	4 x5½	417.7	38.4	100@2300	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	2 R	Opt	O4IV	471	154	8350	36x8	36x8D
††Mack B C	——	5500	Own	L	6	4 x5½	417.7	38.4	100@2300	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	Ch	Opt	O4IV	610	154	8500	36x8	36x8D
††Mack B C	——	5500	Own	L	6	4 x5½	417.7	38.4	100@2300	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	2 R	Opt	O4IV	567	168½	10100	36x8	36x8D
††Mack B J	——	6150	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	Ch	Opt	O4IV	492	162	9800	36x5S	36x5DS
††Mack A K	——	5150	Own	L	4	5 x6	471.2	40.0	77@1800	G	Ow..	Own	Spic	Own	Str	Gra	NE Own	4	Own	2 R	Opt	O4IV	492	162	9700	36x5S	36x5DS
††Mack A K	——	5250	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	Ch	Opt	OJXM	194	156	9500	36x5S	40x5DS
††Mack A C	——	4950	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	2 R	Opt	O4IV	492	174	10950	22x10.50B	22x10.50DS
††Mack A K	——	6450	Own	L	6	4½x5½	525.5	48.6	126@2200	G	Own	Own	Spic	Han	Str	Vac	NE Own	4	Own	Ch	Opt	OJXM	194	156	10100	36x6S	40x6DS
††Mack A C	——	5500	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	Ch	Opt	O4IV	492	174	11950	24x10.50B	24x10.50DB
††Mack A C	——	6550	Own	L	6	4½x5½	525.5	48.6	126@2200	G	Own	Own	Spic	Han	Str	Vac	NE Own	4	Own	Ch	Opt	OJXM	194	156	10450	36x7S	40x7DS
††Mack A C	——	6000	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	Ch	Opt	O2IV	287	191	12200	36x7S	40x8DS
††Mack A P	——	9500	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	2 R	Opt	O6IA	574	152-52	16300	9.75x22B	5.75x22DB
††Mack A K 6—6 wheel	——	9500	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	Ch	Opt	O6IA	574	125-52	13800	36x6S	40x12S
††Mack A C 6 wheel	——	7650	Own	L	4	5 x6	471.2	40.0	77@1800	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	Ch	Opt	O6IA	574	145-52	14950	40x8	40x8D
††Mack A C 6—6 wheel	——	9000	Own	L	6	4½x5½	525.2	48.6	126@2200	G	Own	Own	Spic	Own	Str	Vac	NE Own	4	Own	Ch	Opt	O6IA	574	145-52	15250	40x8	40x8D
Mack A P 6 wheel	——	11500	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	2 R	Opt	O6IA	574	145-52	——	22x9.75B	22x9.75B
††Mack A P 6 wheel	——	12000	Own	L	6	5 x6	706.5	60.0	150@2000	G	Own	Own	Spic	Own	Str	Gra	NE Own	4	Own	2 R	Opt	O6IA	574	145-52	——	22x9.75B	22x9.75B
Pierce-Arrow 13S	2	3150	Own	L	8	3½x5	385.0	39.2	125@2800	C	Long	Long	Cle	Han	Str	P	DR Br-L	4	Tim	Sp	33.5	B4IM-T	399	160	6000	20x8.25B	20x8.25DB
Pierce-Arrow 12T	2-2½	2950	Her	L	6	4¼x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR Cla	4	Tim	Sp	34.3	B4IM	399	150	5625	20x7.50B	20x7.50DB
Pierce-Arrow 14T	2½	2950	Her	L	6	3¾x4½	298.0	33.7	70@2600	G	Long	Long	Cle	Han	Zen	P	DR Cla	4	Tim	Sp	40.0	B4IM	399	150	5725	20x8.25B	20x8.25DB
Pierce-Arrow 15T	2½	3100	Her	L	6	4¼x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR Cov	4	Tim	Sp	34.4	B4IM	399	180	5800	20x8.25B	20x8.25DB
Pierce-Arrow 18W	3-4	4100	Her	L	6	4¼x4½	361.0	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR Cov	4	Tim	Wo	41.9	B4IA-T	473	150	6660	20x9.00B	20x9.00DB
Pierce-Arrow 18R	3-4	4500	Her	L	6	4⅜x4¾	428.0	46.0	94@2200	G	Long	Long	Cle	Han	Zen	P	DR Br-L	4	Tim	Wo	28.6	B4IA	473	150	6860	20x9.00B	20x9.00DB
Pierce-Arrow 21R	3½	4700	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Br-L	4	Tim	Wo	36.0	B4IA	473	150	7050	20x9.75B	20x9.75DB
Pierce-Arrow 24X	4-5	5400	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Cov	4	Tim	Wo	40.2	T4IA	618	150	9250	20x10.50B	20x10.50DB
Pierce-Arrow 24M	4-5	6450	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Own	4	Tim	Wo	39.9	T4IA-T	618	150	10200	20x10.50B	20x10.50DB
Pierce-Arrow 28M	5½	6000	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Own	4	Own	Wo	52.5	TO4IA	720	160	11600	24x10.50B	24x10.50DB
Pierce-Arrow 28X	5½	6900	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Own	4	Own	Wo	53.0	TO4IA	720	160	10675	24x10.50B	24x10.50DB
Pierce-Arrow 28M	5½	6900	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Cov	4	Own	Wo	53.0	TO4IA	720	160	10675	24x10.50B	24x10.50DB
Pierce-Arrow 28Y	5½	5850	Her	L	6	4⅝x4¾	479.0	51.3	104@2200	G	Long	Long	Cle	Han	Zen	P	DR Own	4	Own	Wo	42.0	TO4IA	720	170	11675	24x10.50B	40x8DS
Pierce-Arrow 34K	5½	——	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Own	4	Own	Wo	51.9	TO4IA	720	190	12750	24x10.50B	24x10.50DB
Pierce-Arrow 75M	75000	8000	Her	L	6	5¼x6	779.0	66.1	150@1800	G	Long	Long	Cle	Han	Zen	P	DR Cov	4	Tim	Sp	48.1	B4IM	399	150	5725	20x8.25	20x8.25D
Pierce-Arrow 24T	*24000	3200	Her	L	6	4⅛x4½	36.10	40.3	77@2400	G	Long	Long	Cle	Han	Zen	P	DR Br-L	4	Tim	Wo	47.8	B4IA	473	150	7050	20x9.75	20x9.75D
Pierce-Arrow 35R	*35000	4800	Her	L	6	4⅜x4¾	428.0	46.0	94@2200	G	Long	Long	Cle	Han	Zen	P	DR Cov	4	Tim	Wo	57.2	T4IA	618	160	9300	20x10.50	20x10.50D
Pierce-Arrow 45X	*45000	6200	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Cle	Han	Zen	P	DR Cov	4	Tim	Wo	49.0	T6IA	1022	200	13200	20x9.75	20x9.75D
Pierce-Arrow 34L	*34000	——	Her	L	6	4½x5¼	501.0	48.6	110@2200	G	Long	Long	Spic	Ross	Str	P	DR Own	4	Tim	Wo	47.2	T6IA	1022	200	14500	20x10.50	20x10.50D
Pierce-Arrow 44K	*44000	——	Her	L	6	5¼x6	779.0	66.1	150@1800	G	Long	Long	Spic	Ross	Str	P	DR Own	4	Tim	Wo	40.6	T6IA	1022	200	14200	20x9.75	20x9.75D
Pierce-Arrow 34K	*34000	——	Her	L	6	4¾x5¾	611.0	54.1	130@2000	G	Long	Long	Spic	Ross	Str	P	DR Own	4	Tim	Wo	40.6	T6IA	1022	200	14200	20x9.75	20x9.75D
Reo 1 A	1½	625	Own	L	4	3⅛x4½	205.0	23.3	51@2500	G	Per	Long	Cle	Ross	Zen	P	DR Cla	4	Cla	Sp	37.1	L4IH	230	136	2930	20x6.00	32x6
Reo 1 B	1½	725	Own	L	6	3⅜x4	214.7	27.3	61@3000	G	Per	Long	Cle	Ross	Zen	P	DR Cla	4	Cla	Sp	33.6	L4IH	230	136	2970	20x6.00	32x6
Reo 1 C	1½	665	Own	L	4	3⅛x4½	205.0	23.3	51@2500	G	Per	Long	Cle	Ross	Zen	P	DR Cla	4	Cla	Sp	37.1	L4IH	230	160	3020	20x6.00	32x6
Reo 1 D	1½	765	Own	L	6	3⅜x4	214.7	27.3	61@3000	G	Per	Long	Cle	Ross	Zen	P	DR Cla	4	Cla	Sp	37.1	L4IH	230	160	3060	20x6.00	32x6
Reo D F X	1½	1095	Own	L	6	3⅜x5	268.3	27.3	85@3200	C	Own	Long	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	34.1	L4IH	289	135	3200	20x6.00	20x6.00
Reo F A X	2	1295	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	Own	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	34.3	L4IH	289	152	3200	20x6.00	32x6
Reo F E X	2	1395	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	Own	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	34.3	L4IH	289	156	3525	20x6.00	32x6
Reo F F X	2	1395	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	MeC	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	37.7	L4IH	289	142	3750	32x6	32x6D
Reo F H X	2½	1595	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	MeC	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	37.7	L4IH	289	152	4165	32x6	32x6D
Reo F C X	2½	1645	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	MeC	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	37.7	L4IH	289	168	4075	32x6	32x6D
Reo F D X	2½	1745	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	MeC	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	40.5	L4IH-T	344	163	4625	32x6	32x6D
Reo G A	3	2035	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	MeC	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	40.5	L4IH-T	344	179	4850	32x6	32x6D
Reo G C	3	2140	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	MeC	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	40.5	L4IH-T	344	144	4650	32x6	32x6D
Reo G D	3	2085	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	MeC	Br-L	Cle	Ross	Sch	Vac	DR Own	4	Own	Sp	40.5	L4IH	344	210	5300	32x6	32x6D
Reo G C S	3	2375	Own	L	6	3⅜x5	268.3	27.3	70@2800	C	MeC	Long	Cle	Ross	Sch	P	DR Own	4	Cla	Sp	42.4	L4IHV-T	390	150	6150	8.25x20	9.00x20B
Reo 4-H	4	2800	Own	L	6	4⅛x4¾	381.0	40.8	101@2600	G	MeC	Long	Cle	Ross	Sch	P	DR Own	4	Cla	Sp	42.4	L4IHV-T	390	170	6280	8.25x20	9.00x20B
Reo 4-J	4	2875	Own	L	6	4⅛x4¾	381.0	40.8	101@2600	G	MeC	Long	Cle	Ross	Sch	P	DR Own	4	Cla	Sp	42.4	L4IHV-T	390	190	6395	8.25x20	9.00x20B
Reo 4-K	4	2950	Own	L	6	4⅛x4¾	381.0	40.8	101@2600	G	MeC	Long	Cle	Ross	Sch	P	DR Own	4	Cla	Sp	42.4	L4IHV-T	390	190	6395	8.25x20	9.00x20B
Stewart 30	1	695	Lyc	L	4	3¾x4½	199.0	22.5	50@2600	G	Fed	Borg	Spic	Ross	Str	P	DR W-G	4	Sal	Sp	35.1	B4IM	257	130	*3158	20x6.50	20x6.50
Stewart 30 X	1	795	Lyc	L	6	3 x4¾	201.5	23.8	60@2800	G	Fed	Borg	Spic	Ross	Str	P	DR W-G	4	Sal	Sp	35.1	B4IM	257	130	3199	20x6.50	20x6.50D
Stewart 40 X A	1½	995	Lyc	L	6	3¼x4½	224.0	25.3	62@2600	G	Fed	Borg	Spic	Ross	Zen	P	DR W-G	4	Sal	Sp	35.1	B4IM	257	145	3574	20x6.50	20x6.50D
Stewart 50X	2	1195	Lyc	L	6	3⅜x4½	242.0	27.3	65@2800	G	Fed	Borg	Spic	Ross	Zen	P	DR W-G	4	Cla	Sp	35.1	B4IM	257	145	4165	20x6.50	20x6.50D
Stewart 29 X S	2	1695	Lyc	L	8	3¾x4½	298.0	33.7	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR Ful	4	Cla	Sp	44.1	B4IM	307	145	5194	20x7.00	20x7.00D
Stewart 32 X	2½	1990	Lyc	L	6	3¾x4½	298.0	33.7	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR Ful	4	Cla	Sp	46.1	B4IM	348	165	6552	20x7.00	20x7.00D
Stewart 58-8	2½	2390	Lyc	L	8	3⅜x4½	322.0	36.5	100@2800	G	Fed	Ful	Spic	Ross	Str	P	DR Ful	4	Cla	Sp	46.1	B4IM	348	170	6170	20x7.50	20x7.50DB
*Stewart 18 X	3	2690	Lyc	L	8	3⅜x5	310.0	36	85@2750	G	Fed	Ful	Spic	Ross	Str	P	DR Ful	4	Tim	Wo	48.1	B4IM	452	165	6245	20x7.50	20x7.50D
Stewart 48-8	3	2990	Lyc	L	8	3¾x4¾	420.0	45.0	130@2800	G	Fed	Ful	Spic	Ross	Str	P	DR Ful	12	Tim	Wo	105.1	B4IM	452	165	7474	20x9.00	20x9.00D
Stewart 19 X	3½	3690	Lyc	L	6	3⅞x5	354.0	36.2	90@2750	G	Fed	Borg	Spic	Ross	Str	P	DR Br-L	12	Tim	2R	105.1	B4IMV	452	170	7964	20x9.00	20x9.00D
Stewart 38-8	3½	3990	Lyc	L	8	3¾x4¾	462.0	45.0	130@2800	G	Fed	Borg	Spic	Ross	Str	P	DR Br-L	12	Tim	2R	105.1	B4IMV	452	170	7964	20x9.00	20x9.00D
Stewart 38-6	3½	3990	Wak	L	6	4⅜x5½	420.0	45.9	100@2000	G	Fed	Borg	Spic	Ross	Str	P	DR Br-L	12	Tim	Wo	105.1	B4IMV	564	165	9885	20x9.75	20x9.75D
Stewart 31 X	5	5190	Wak	L	6	4⅝x5½	516	51.2	110@2000	G	Mod	Br-L	Spic	Ross	Str	P	DR Br-L	12	Tim	Wo	105.1	W4I	759	165	10762	24:x10.50	24x10.50D
Stewart 27 X S	7	6190	Wak	L	6	4⅝x5½	516	51.2	110@2000	G	Mod	Br-L	Spic	Ross	Str	P	DR Br-L	12	Tim	Wo	105.1	W4I	759	165	10762	24:x10.50	24x10.50D
Studebaker	1½	670	Own	L	6	3¼x4⅝	230.2	25.4	75@3200	—	MeC	Long	Spic	Ross	Str	P	DR WG	4	Cla	Sp	36.2	B4IM	231	130	3110	20::6.00	32x6
Studebaker	1½	695	Own	L	6	3¼x4⅝	230	25.4	75@3200	——	MeC	Long	Spic	Ross	Str	P	DR WG	4	Cla	Sp	36.2	B4IM	231	141	3165	20x6.00	32x6
Studebaker	1½	745	Own	L	6	3¼x4⅝	230.2	25.4	75@3200

An Ultra-Modern Motor Bus



The sturdy dependability of Wisconsin Axles reflects the true character of the men and methods which build them—engineering ability and high production standards—outwardly expressed as performance.

WISCONSIN AXLES

WISCONSIN AXLE CO.
Oshkosh Wisconsin

A fleet of specially designed truck and semi-trailer type motor buses will provide the major intra-fair transportation system carrying the millions of vistors around the grounds during Chicago's 1933 World's Fair.

A contract providing for this $500,000 bus transportation system has been signed by officials of the Greyhound Corporation and a Century of Progress Exposition, as was announced some days ago in Automotive Daily News. The General Motors Truck Company will furnish the transportation units.

The bodies will be built along novel, modern lines, and will be painted in gay colors to correspond with the general color scheme of the exposition buildings.

Each transportation unit will have a longitudinal seating arrangement with a capacity of ninety passengers. The buses will be open, with a roof overhead and curtains for use in inclement weather. The fleet will comprise sixty units during the fair, and will be able to handle from 15,000 to 20,000 passengers per hour, operating about fourteen hours a day. The buses will be forty-five feet long.

Two of the transportation units will be placed in operation on the exposition grounds this summer in order to give actual tests to the seating arrangements and other new features, C. E. Wickman, president of the Greyhound Corporation, announced.

Because of the extreme length of the fair grounds, the longest in exposition history, the fleet will be operated in two groups during the fair. One will be on a high-speed through arterial route and the other will be on slow-moving or sightseeing routes.

INDIANA'S TRUCK GROUP HEARS TALK BY SCHON OF G. M.

(Continued from Page 1)

on pleasure cars will be noticeably increased to make up the loss in revenue," Mr. Schon said. "No law can be passed to stop progress."

Mr. Schon declared that the demand for greater regulation of trucks and buses does not come from the public.

"The truck and the bus comprise the only competition the railroads ever have had," he said. "Motor trucks are giving a service to the farmer that can not be had otherwise. The progressive railroad organization does not fear truck and bus competition. We appreciate fully the plight of the railroads, but we believe that they are suffering from the economic depression and not from bus and truck competition. The motorized transportation industry also has suffered from the depression just as any other business.

"The statement has been made that the removable truck body is the missing link in the co-ordination of the two transportation systems."

Frequent Truck Inspections Help Reduce Costs of Fleets

(Continued from Page 7)

tained and close attention is paid to accident prevention. Every morning before the delivery fleet starts out on its first of two daily trips over the city area, the drive superintendent takees a record of the speedometer reading. Trucks are filled with the necessary gasoline and oil and this record is charged against each vehicle, together with repairs, which are added from time to time during the month, and then a percentage is added to this cost for depreciation.

"When the total cost of operating a truck for the month is computed, this figure is divided by the number of packages in each of the three classifications, thereby giving us an accurate per package cost.

"The advisory committee makes weekly reports, and there are frequent conferences with ideas and suggestions being made so that further cost-reducing experiments can be tried. It is our aim to keep the per-package cost down to an absolute minimum, consistent with a high degree of efficiency and service to both stores and customers alike.

"We believe in careful inspection and service of each truck so as to increase its life. Specific evidence of the value of this service, which is maintained by a completely equipped shop manned by a crew of expert mechanics, is to be seen in the fact that some of our delivery trucks have been in service for fifteen years and have traveled more than 500,000 miles.

"Once each week all drivers attend an accident-prevention rally at the garage. Accidents of the previous week are reviewed and drivers are encouraged to suggest ways and means of preventing their duplication in the future. Accident reports are posted on a bulletin board daily so that they may be seen by all drivers, and there is keen rivalry among the men to keep their records free from these accident reports. Our safety record is just about the highest of any retail store delivery service in the country.

"Drivers are rated for efficiency on their accident record, ratings being on a percentage basis, the total mileage traveled by each truck being divided by the number of accidents, giving an unusually high mileage figure per accident.

"Any retail store delivery service stands or falls upon its own record of efficiency and service, or lack of these two fundamentals. We believe that our costs are unusually low when measured with the service yardstick.

Dollar for Dollar
We Challenge
Truck Buyers to Equal
BROCKWAY
VALUES
Get the facts on Brockway Trucks. Consult our nearest branch or distributor, or write direct to
BROCKWAY MOTOR TRUCK CORPORATION
Cortland - - - - New York

Major Specifications and Mechanical Details of 1932 Commercial Cars

LEADING MAKES NATIONALLY DISTRIBUTED

(CONTINUED FROM PAGE 9)

Make and Model	Capacity—Tons or Lbs.	Chassis Price	Engine	Valve Arr'g'm't	No. of Cyls.	Bore and Stroke	Piston Disp.	Tax H. P.	Max. Brake H. P. and Peak R. P. M.	Type Camshaft Drive	Radiator Make	Clutch Make	Universals Make	Steering Gear Make	Carburetor Make	Fuel Feed Type	Make Electr'l System	Make Transmission	No. Spds. For.	Rear Axle Make	Type Final Drive	Final Gear Reduction	Type Service Brakes	Area Service Brake Lining	Standard Wheel Base	Chassis Wgt.	Standard Tire Sizes Front	Standard Tire Sizes Rear
White 630 A	*22000	5000	Own	H	6	4 x5¼	396.0	38.4	100@2100	C	Own	Own	Spic	Ross	Zen	P	DR Own		4	Own	Sp	41.4	L4IHV	553	168	8500	20x9.00B	20x9.00DB
White 641	*24000	6450	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N Own		4	Own	2R	46.9	O4IA	585	180	9700	20x9.75B	20x9.75DB
*White 630 SW200	*24000	6280	Own	H	6	4 x5¼	396.0	38.4	82@1800	C	Own	Own	Spic	Ross	Zen	P	DR Own		4	Tim	Wo	44.2	OTIHV	514	193	10000	20x8.25B	20x8.25DB
White 631	*24000	5750	Own	H	6	4 x5¼	396.0	38.4	82@1800	C	Own	Own	Spic	Ross	Zen	P	DR Own		4	Own	2R	56.9	O4IHV	585	168	9000	20x9.25B	20x9.25DB
*White 642 SW310	*34000	8045	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N Own		4	Tim	Wo	55.6	OTIA	585	198	12670	20x9.00B	20x9.00DB
White 58 SS	*30000	5300	Own	L	4	4¼x5¾	326.0	28.9	54@1600	G	Own	Own	Spic	Ross	Zen	P	L-N Own		4	Own	Wo	77.6	OPXM	224	196	9300	24x10.50B	24x10.50DB
White 643	*32000	6950	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N Own		4	Own	3H	66.5	O4IA	623	180	10900	24x10.50B	24x10.50DB
White 642	*28000	6750	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N Own		4	Own	3H	66.5	O4IA	633	180	10600	24x9.75B	24x9.75DB
*White 643 SW410	*40000	8570	Own	H	6	4⅜x5¾	519.0	45.9	108@1800	C	Own	Own	Spic	Ross	Zen	P	L-N Own		4	Tim	Wo	69.1	OTIA	588	198	14400	40x8	40x8D
Willys-Overland 6-C-113	½	415	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut Own		3	Own	Sp	12.4	B4IM	143	113	1923	20x5.50	32x6
Willys-Overland 6-C-131	1½	595	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut W-G		4	Cla	Sp	40.8	B4IM	235	131	2625	20x5.50	32x6
WillysOverland 6-C-157	1½	635	Own	L	6	3¼x3⅞	193.0	25.3	65@3400	C	Fed	Own	Spic	Own	Til	P	Aut W. G		4	Cla	Sp	40.8	B4IM	235	157	2900	19x5.00	19.x5.00

GENERAL NOTATIONS

*†**REFERENCE MARKS** apply to individual lines only and explanations are given under the subdivision for each company in the "SPECIAL NOTATIONS."

CAPACITIES given in this table are in tons or fractions of tons. *Shows maximum allowable gross weight in pounds.

ENGINE—Bud, Buda; Con, Continental; Her, Hercules; Lyc, Lycoming; Pont, Pontiac; Wak, Waukesha; Wis, Wisconsin; Hall, American Car & Foundry; Ster, Sterling Engine Co.

VALVE ARRANGEMENT—L, "L" head; H, in head; O, overhead; S, sleeve.

TYPE OF CAMSHAFT DRIVE—G, gear; C, chain.

RADIATOR MAKE—G&O, G & O Mfg. Co.; Per, Perfex Corp.; Long, Long Mfg. Co.; Har, Harrison Radiator Corp.; Fed, Fedders Mfg. Co.; McC, McCord Radiator & Mfg. Co.; Mod, Modine Mfg. Co.; Hex, Hexcel Radiator Co. Yo-Young.

CLUTCH MAKE—Jon, Jones Clutch & Gear Co.; Ful, Fuller & Sons Mfg. Co.; Borg, Borg & Beck Co.; Br-L, Brown Lipe Gear Co.; Rock, Rockford Drill & Machine Co.; Cov, Covert Gear Co.; Long, Long Mfg. Co.; Detr, Detroit Gear & Machine Co.; Mer, Merchant & Evans; Hel, Merchants & Evans.

UNIVERSALS MAKE — Spic, Spicer Mfg Co.; Bio, Blood Bros. Machine Co.; Sup, Superior Universal Products; Un, Universal Products Co.; Cle, Cleveland Steel Products Corp.; Pet, Peters; Opt, Optional; Mec, Mechanics Machine Co.

STEERING GEAR MAKE—Ross, Ross Gear & Tool Co.; Han, Hannum Mfg. Co. Sag, Saginaw Steering Gear Co.; Gem, Gemmer Mfg. Co.; Col, Columbus Gear Pump Co.; W-G, Warner Gear Corp.

CARBURETOR—Car, Carter; Mar, Marvel; Sch, Wheeler-Schebler; Str, Stromberg; DL, Detoit Lubricator; Til, Tillotson; Zen, Zenith-Detroit.

FUEL FEED—Gra, gravity; Vac, vacuum tank, P, fuel pump.

ELECTRICAL SYSTEM — AB, American-Bosch; Aut, Electric Auto-Lite; Eis, Eisemann; L-N, Leece-Neville; NE, North East; RB, Robert Bosch; DR, Delco-Remy.

TRANSMISSION—Br-L, Brown-Lipe; Cov, Covert; Ful, Fuller; Mec, Mechanics Machine; Mun, Muncie; W-G, Warner Gear; Cot, Cotta Gear Co.; Cla, Clark Equipment Co.

REAR AXLE—Cla, Clark Equipment; Col, Columbia; Eat, Eaton; Pont, Pontiac; Sal, Salisbury; Tim, Timken; Wis, Wisconsin.

FINAL DRIVE—IG, internal gear; St, straight bevel; Sp, spiral bevel; Wo, worm; 2R, double reduction; Ch, chain; S-T, semi-transverse.

TYPE OF SERVICE BRAKES—

B4IM, Bendix, 4 wheel, internal mechanical; B4MV, Bendix, 4 wheel, mechanical, vacuum; B6IA, Bendix, 6 wheel, internal, air; B4IMV, Bendix, 4 wheel, internal, mechanical, vacuum; BO4IMV, Bendix, own, 4 wheel, internal, mechanical, vacuum; BrIA, Bendix, operating on 4 rear wheels, internal air; BW4IM, Bendix front, Wisconsin rear, 4 wheel, internal, mechanical; BE4IM, Bendix front, Eaton rear, 4 wheel, internal, mechanical; B4IH, Bendix, 4 wheel, internal, hydraulic.

CB4IM, Columbia, Bendix, 4 wheel, internal, mechanical; C4IM, Columbia, 4 wheel, internal, mechanical; K2IM, Clark, 2 wheel, internal, mechanical; CR4IA, Christensen-Relay, 4 wheel internal, air.

L4IHVA, Lockheed, 4 wheel, internal, hydraulic, vacuum, air; LO4ID, Lockheed, own, 4 wheel, internal, drive shaft; LO4IV, Lockheed, own, 4 wheel, internal, vacuum; LT4DV, Lockheed, Timken, 4 wheel, drive shaft, vacuum; L4IH, Lockheed, 4 wheel, internal, hydraulic; L4IHA, Lockheed, 4 wheel, internal, hydraulic, air; L4IHV, Lockheed, 4 wheel, internal, hydraulic, vacuum; LT4IHV, Lockheed, Timken, 4 wheel, internal, hydraulic, vacuum; LT4IVA, Lockheed, Timken, 4 wheel, internal, vacuum, air; L6IHV, Lockheed, 6 wheel, internal, hydraulic, vacuum; L6IH, Lockheed, 6 wheel, internal, hydraulic.

O2IM, Own, 2 wheel, internal, mechanical; O2IV, Own, 2 wheel, internal, vacuum; O4IA, Own, 4 wheel, internal, air; O4IH, Own, 4 wheel, internal, hydraulic; O4IHV, Own, 4 wheel internal, hydraulic, vacuum; O4IM, Own, 4 wheel, internal, mechanical; O4IV, Own, 4 wheel, internal, vacuum; O4M, Own, 4 wheel, mechanical; O2XM, Own, 2 wheel, external, mechanical; O4XM, Own, 4 wheel, external, mechanical; O6IA, Own, 6 wheel, internal, air; OJXM, Own, jack shaft, external, mechanical; OL4IHV, Own, Lockheed, 4 wheel, internal, hydraulic, vacuum; OPX, Own, propeller shaft, external; OPXM, Own, propeller shaft, external, mechanical; OPM, Own, propeller shaft, mechanical; ORIV, Own, rear wheels, internal, vacuum; OTIHV, Own, Timken, internal, hydraulic, vacuum.

S4IM, Steeldraulic, 4 wheel, internal, mechanical.

T4rIA, Timken, operating on 4 rear wheels, internal, air; T4IA, Timken, 4 wheel, internal, air; T6IA, Timken, 6 wheel, internal, air; T2IMV, Timken, 2 wheel, internal, mechanical, vacuum.

W4I, Westinghouse, 4 wheel, internal; W4IA, Westinghouse, 4 wheel, internal, air; W6IA, Westinghouse, 6 wheel, internal, air; 4IA, 4 wheel, internal, air; 4IH, 4 wheel, internal, hydraulic; 4M, 4 wheel, mechanical.

-T, Tru-stop. *Models on which Tru-stop is optional.

WHEEL BASES given are standard, but optional wheel bases are available in many cases.

***CHASSIS WEIGHT** according to Automotive Daily News formula, which is the chassis with gas, oil, water and spare tire, but without cab or other equipment.

TIRES—B, balloon; D, dual; S, solid; P, pneumatic.

SPECIAL NOTATIONS

AUTOCAR

†Engines in these models are located under the driver's seat.

*Six-wheeler.

Model R also available on 171 and 189 inches wheel base.

BROCKWAY

*Models equipped with twin ignition.

CHEVROLET

Utility model availale on 131-inch wheel base with chassis weight of 2,760 pounds and equipped with dual rear wheels.

DIAMOND T

*Six-wheelers.

Additional standard wheel bases available as follows:—

551	158	750	167, 192
504	166½	801	180½, 199¼
506	174	1200	174½, 180
603	157, 179	1600	174½, 180
606	177½	1601	184

DODGE

*Models F40, F41, F61 and F62 can be had with double drop frame.

FEDERAL

*Six-wheelers.

*Also rated in pounds of total allowable weight as follows:

D 3	8500	T 10 W	18,000
E 3	8,500	T 10 D R	18,000
F 7	10,000	U 6	21,000
F 8	11,500	U 6 D R	21,000
A 8	13,500	A 6 S W	18,500
A 6 T	15,000	C 7	24,000
A 6 T W	15,000	C 7 W	24,000
T 3 W	14,000	C 8	24,000
T 8 W F	15,000	C 8 W	24,000
D 2 S W	12,500	X 8	30,000
E 2 S W	12,500	X 8 D R	30,000
D 2 D	12,500	X 8 R	30,000
2 E D	12,500	X 8 R D R	30,000
T 10 B	18,000		

†Both the four and six cylinder are also offered in 157-inch wheel ase at $1,145 and $1,345, respectively.

GENERAL MOTORS TRUCK

*Capacity indicated is the Shraight Rating (combined weight of chassis body, equipment and pay load) for which each chassis is designed and guaranteed to satisfactorily operate under average conditions. The size of the tires used does not affect this Straight Rating, but to secure maximum tire mileage it is suggested that the total gross weight be limited to a "recommended gross weight" for each tire equipment based on tire capacity. Prices cover base chassis and vary with wheel base and tire combinations. The number of wheel base lengths, tire types, range of "recommended gross weights" and resulting pay load range (assuming nominal body allowance) for each model follows:—

Note: Models T-15 to T-61, inclusive, are available for export only as coach chassis.

Model	Wheel Bases	Tire Types	Range of "Rec. Gross Weights"	Pay Load Range
T-11	1	1	3800	½
T-15	3	10	4500- 6500	½-1½
T-18	..	..	7500- 8200	1½-2
T-19	3	..	7500-10000	1½-2½
T-25	3	17	6800- 9000	1½-2
T-26	4	..	8500-11000	2-3
T-30	3	15	10000-12500	2-3
T-31	4	..	11000-14000	2½-4
T-42	4	12	12000-15000	2½-4
T-44	4	12	12000-16000	3-4½
T-45	4	..	13500-16000	3-4½
T-51	4	..	16500-19000	4-5½
T-60	4	18	18500-22000	5-6½
T-61	4	..	19500-22000	5-6½
T-82	4	12	19000-24000	5-7
T-83	4	..	20000-24000	5-7
T-85	3	..	25000-30000	6-8
T-90	3	7	22000-28000	5-7½
T-95	3	..	30000-40000	7-11

Optional rear axle gear ratios available for all models, except Model T-18. Double reduction axles available for Models T-45, T-51, T-60, T-61, T-82, T-83 and T-95.

GRAMM

Series	Straight Rating	Wheel Base	Pay Load Range
AX 4	8,000	157	1 to 1½ tons
AX 6	8,000	157	1 to 1½ tons
BX 4	10,000	157	1½ to 2 tons
BX 6	10,000	157	1½ to 2 tons
CX 4	12,000	157-180	2 to 3 tons
CX 6	12,000	157-180	2 to 3 tons
B	12,000	157-174	1¾ to 2½ tons
C	14,000	145-196	2 to 3 tons
D	17,000	145-196	2½ to 4 tons
E	20,000	145-224	3 to 4½ tons
EY	.....	.....	3 to 4 tons
G	24,000	165-235	4 to 6 tons
G 8	24,000	165-235	4 to 6 tons
GY	.....	.....	4 to 5 tons
GW	28,000	157-240	5 to 7½ tons
HY	....	.....	5 to 6½ tons

†Both the four and six-cylinder are also offered in 157-inch wheel base at $1,145 and $1,345, respectively.

INDIANA

*Six-wheelers.

INTERNATIONAL

*Stromberg carburetor optional.

MACK

Other wheel bases furnished on all truck models.

On 6-wheel jobs 4 rear wheels driven by chains, foot brake on 4 rear wheels.

††Made also in tractor models.

PIERCE-ARROW

*Optional final drive on Models PW, PX, PY and PZ.

REO

Models DF, FA, FE and FF are available with dual wheels at additional cost.

*Model DF X can be had with 3 speed transmission and single tires for $895.

STEWART

Models 30 and 30X can also be supplied in 120, 140 and 160-inch wheel base.

Models 40XA can also be supplied in 134, 145, 160 and 176-inch wheel base.

Model 29XS can be supplied in 135, 160, 176 and 190-inch wheel base.

*Models 18X and 32X can be supplied in 148, 190 and 220-inch wheel base.

*Models 19X, 31X and 27XS can be supplied in 148, 172, 190, 220 and 235-inch wheel base.

As optional equipment Models 18X, 19X, 31X and 27XS can be supplied with Timken dual redcution rear axle.

Models 38-8, 38-6, 48-8 and 58-8 can be supplied in 160, 170, 180, 196, 226 and 241-inch wheel base and worm axle.

WHITE

*Six-wheelers.

Truck Makers Review Outlook for Future

(Continued from Page 1)

Federal distributors who are pushing the six-wheelers vigorously are registering good sales records this year. They find six-wheel economy gets a fine reception at the hands of the truck-using public. Operators are glad to learn about the six-wheeler to drive it, ride in it, and see for themselves what it will do. This experience with the six-wheeler has shown us in a convincing way that what the public wants today is transportation savings.

Operators are receptive to a sales argument that shows them how they can save or earn more dollars. There is every reason to believe that truck manufacturers who have an outstanding product that is in line with the times in matter of economical transportation may reasonably expect fairly good business this year.

Truck Makers Must Meet Situations Squarely

By C. A. TILT,
President Diamond T Motor Truck Company

Registrations for the first quarter of 1932 hold out little encouragement for a really satisfactory year for the truck industry as a whole. Not only is there abundant evidence that operators are continuing to run obsolete vehicles beyond their economic life, but actual use of larger units has declined appreciably with the result that their replacement may be still further deferred.

At the same time there is distinct evidence that the truck operator today is making his purchases more carefully than ever before. Truck buying traditions are giving place to a nicer appreciation of comparative values. A reasonable and increasing volume of sales may still be expected for units which are designed to meet today's market and priced to fit today's pocketbook.

Our own experience demonstrates that there is a large volume of banked up replacement demand, particularly in the smaller sizes, which is appearing in actual purchase and shipments as truck builders get the situation to the buyers' satisfaction.

For example, Diamond T shipments for the first quarter this year show a 13 per cent. increase as compared with the same period in 1931. This gain is quite obviously due to the introduction of two new models in the one and one-half and two ton field at the lowest prices in the history of our company. In part it is also due to the addition of an important number of new dealers, but fundamentally it comes back to the fact that there is business to be had if the product and the price measure up to the situation.

Provided we are not further afflicted by restrictive and punitive legislation the normal increase in the physical movement of commodities and the demonstrated increasing efficiency of trucks and tractors are certain to result in a generally improving volume of business for the balance of the year.

Looks for Steady Gains in Final Quarter

By B. A. GRAMM,
President Gramm Motors

Maintaining one's reputation of being an optimist in the face of the first quarter of 1932 has been a real job. Nevertheless I can see a great advance in motor truck transportation because of its economic performance during the last two years. It has changed the methods of production in hundreds of plants, lowering costs, and has kept hundreds of merchants and small industries in business that otherwise would have had to close, adding to our already large number of unemployed.

I am convinced that motor truck transportation, in spite of studied propaganda against it by selfish interests, will make steady gains, but changes must be made in our sales methods and competent operation must be general. I am in favor of regulation and co-ordination, but not discrimination.

I look for improvement in sales in the second and third quarters and while the last quarter may slow down until election is over a slow, steady advance will be made ending in a real upturn by the holidays.

Truck Buyers Are Ordering Intelligently

By E. G. POXSON
Sales Manager Reo

Truck buyers are choosing their equipment more intelligently today than at any time in the past. Wheel bases, capacities, axle ratios and body types are being considered in the light of the particular job to be done. Haphazard hit or miss buying is disappearing.

Truck operators are learning more and more to operate on a scientific basis. The economy factor in truck purchases is more pronounced each day. This probably accounts for the very decided impetus noticeable recently in inquiries for insulated and refrigerator bodies. There have been more such inquiries at Reo in the last month than in the entire preceding year. Fortunately we have an excellent line and are admirably equipped to supply these demands promptly.

While these bodies are more expensive, operators appreciate the fact that they are more economical in the long run and are therefore willing to invest the extra money. The saving in shrinkage of perishable products in incalculable. We look for a continued extensive development in the refrigerator body field.

The strong tendency toward light, low-cost trucks continues unabated. The result is that manufacturers have put more power into trucks of this class, especially in the one and one-half ton field, and values today are greater than ever before.

There has been a tremendous boom in the tractor-trailer business, and we expect this to continue along with the trend toward making light equipment accomplish a constantly increasing share of the hauling.

Reo has unquestionably the best and most complete line of trucks and trailers in its history, and we, therefore, look for a good volume during 1932.

Our truck business for the last nine consecutive months has shown a healthy increase over every corresponding month of the previous year. Truck business in general should also improve, because it is dangerous as well as wasteful to continue to operate trucks that have outlived their usefulness.

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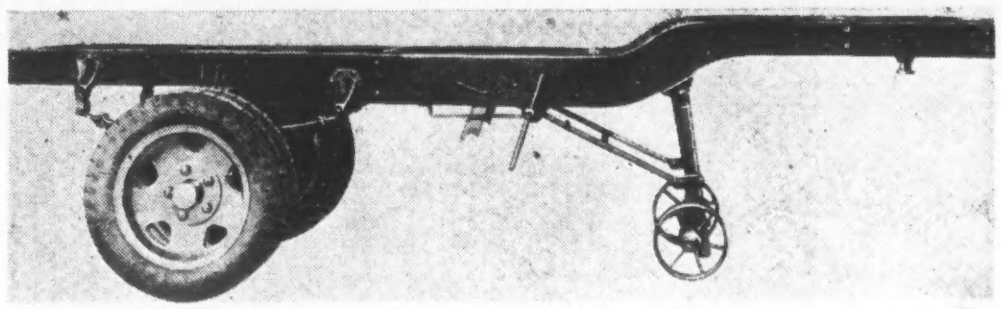

Decline in Registered Cars In U. S. 731,000 in Year

Washington, April 21.—The number of motor vehicles registered in the United States in 1931 was 25,814,103. Their owners paid registration and license fees of $344,337,654. according to reports from state agencies collected by the Bureau of Public Roads of the Department of Agriculture.

New York state led the list of states with 2,297,249 motor vehicles, whose owners paid registration and license fees of $41,877,611. California ranked second with 2,043,281 vehicles.

The registration for the country represented a decrease of 781,178, or 2.8 per cent. from the 26,545,281 vehicles registered in 1930. Truck registrations were 3,466,303, as compared with 3,486,019 in 1930. The figures for 1931 do not include 172,250 tax-exempt official vehicles.

Increases in registration were reported from California, Connecticut, Maine, Maryland, Nevada, New Jersey, Oregon, Rhode Island, Virginia, Wyoming and the District of Columbia. The other states showed decreases. Truck registrations decreased only 0.6 per cent., and increases were shown in twenty-three states and the District of Columbia.

The total revenue of $344,337,654 was allocated almost entirely for road building and played an important part in the continuation of road construction. The allocation was as follows:

State highways, $200,733,786; local roads, $70,043,625; payments on road bonds, $42,574,464; collection and administration, $19,688,604; other purposes, $11,549,697.

The total registrations of autos and trucks and license revenues by states were as follows:

State	Registrations	Receipts
Alabama	246,465	$3,379,392
Arizona	105,572	767,508
Arkansas	180,731	3,495,545
California	2,043,281	9,763,274
Colorado	308,458	1,910,741
Connecticut	336,040	8,259,542
Delaware	55,202	1,043,173
Florida	323,360	4,851,868
Georgia	320,840	4,256,553
Idaho	111,663	1,909,363
Illinois	1,612,770	18,426,497
Indiana	862,672	6,332,101
Iowa	743,438	12,539,613
Kansas	449,176	6,059,910
Kentucky	327,326	4,842,102
Louisiana	263,050	4,549,244
Maine	188,238	3,184,091
Maryland	325,372	3,497,807
Massachusetts	846,190	7,000,306
Michigan	1,230,980	21,821,290
Minnesota	720,401	10,784,845
Mississippi	183,650	2,421,287
Missouri	752,805	10,140,429
Montana	127,166	1,499,492
Nebraska	416,131	3,742,401
Nevada	32,168	388,327
New Hampshire	111,510	2,257,459
New Jersey	860,867	15,891,204
New Mexico	81,325	1,258,097
New York	2,297,249	41,877,611
North Carolina	428,737	6,164,549
North Dakota	171,293	1,799,120
Ohio	1,710,625	12,818,705
Oklahoma	482,725	5,857,107
Oregon	278,225	6,940,504
Pennsylvania	1,741,942	31,607,172
Rhode Island	137,878	2,272,879
South Carolina	203,719	2,790,008
South Dakota	193,025	2,808,172
Tennessee	350,520	5,500,685
Texas	1,297,301	13,994,647
Utah	108,958	828,303
Vermont	83,877	2,355,913
Virginia	379,227	6,159,257
Washington	450,878	7,623,070
West Virginia	253,308	4,519,763
Wisconsin	754,249	11,724,995
Wyoming	62,101	727,667
District of Columbia	173,519	623,460
Total	25,814,103	$344,337,654

BLOCK TRUCK BILL IN N. J. ASSEMBLY

(Continued from Page 1)

teed since the mill tax funds stand back of the $100,000,000 bond issue.

Behind the truck increase fees is a battle between powerful lobbies of trucking and railroad interests. The railroads, which have suffered the competition from trucking interests, have worked with the municipal representatives in aligning support for the increased fees. Trucking interests have opposed the increases. The measure would increase the maximum from $99 to $245 for pneumatic tired trucks and to $367 for solid tired ones.

The fight has been complicated by a split within the trucking interests, a group of long distance hauling concerns using heavy trucks attempting to work out a so-called compromise measure that would place the greater burden of the increase on the small trucks.

At first reports were circulated that state leaders planed to make the truck fee increase bill a party measure. Essex and Middlesex counties leaders hurried to Trenton and objected so strenuously that members were not bound by an administration vote.

The mill tax measure, sponsored by Assemblyman F. A. Brown of Hudson, would provide that the state treasurer should set aside in a separate fund one-half of all money received by the Motor Vehicle Department. This fund would be used solely for the payment of principal and interest on the $100,000,000 bond issue, part of which is now guaranteed by the mill tax. Passage of the measure would curtail funds available for highway construction.

Assemblymen, led by Siracusa and Altman of Atlantic, declared the measure unconstitutional and cited an opinion of Attorney General Stevens.

ROCKNE RETAIL SALES SHOW IMPROVEMENT

Detroit, Mich., April 21.—Deliveries by Rockne dealers to retail customers for the ten-day period ended April 10 were 31.8 per cent. greater than deliveries for the previous ten-day period, according to a report issued today by F. L. Wiethoff, sales manager of Rockne Motors Corporation.

Total deliveries have shown substantial gains for each of the last three ten-day periods, the report showed. Deliveries for the period ended March 20 gained 26.3 per cent. over the March 10 period, while the March 31 period registered an increase of 58.3 per cent. over the March 20 period.

CHRYSLER PROGRAM TO USE DAYLIGHT SAVING

Detroit, April 21.—With the change to daylight saving time throughout the country, the Chrysler Motors-Ziegfeld Radio Show will be broadcast over the Columbia network each Sunday from 10.30 to 11 p. m., Eastern daylight saving time. This change in broadcast time becomes effective Sunday, April 24.

. . . feeling for a "bottom"

Have buying levels been reached? Dare we risk investment now to hold for the turn?

Too many elements govern a possible upswing from present record lows to provide ready answers to such questions, even for the experienced trader.

A finger constantly on the market pulse—the ability to correctly interpret each new movement—is the only certain barometer of stock action.

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The New De Vaux 80 models are now being shipped to all parts of the United States. New distributors and dealers are joining Continental-De Vaux daily.

Many merchants have taken on De Vaux as a companion franchise—to change loss to profit. Get complete details now. De Vaux is headed for success founded upon Dealer Success.

You can expect the fairest treatment you have ever had. Remember — Continental-De Vaux Company is managed by the same executives who operate Continental Motors Corporation, the parent company that has grown steadily through three depressions.

115 Money Making Territories Are OPEN

Choice distributing points are now being closed out in all parts of the United States. Write for list of points open.

No Large Overhead Required—No Large Capital Needed — De Vaux Gives Your Present Operation the Rapid Turn-Over *Needed* for Profit!

PRICES START AT

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R. H. MULCH, General Sales Manager, Continental-De Vaux Company, Grand Rapids, Mich.
Dear Sir: Send me complete details regarding the 1932 De Vaux Franchise.

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Now Handling..... ADN-8